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# HUBERT AURIOL

LONDON  
SPEAKER  
BUREAU

- **Former French racing driver and former director of The Paris-Dakar rally.**



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Hubert Auriol is an iconic figure in the world of sport, and a former French racing driver and director of The Paris-Dakar rally. He was the first competitor to win the Dakar in both bikes and cars.

Auriol began competing in motocross and enduro events in 1973. From 1979-1994, he took part in The Paris-Dakar rally, competing in the first nine events on a bike and the remaining seven in a car. On a bike, he won the event in 1981 and 1983, and finished second in 1984. He broke both ankles on the penultimate day of the 1987 edition, while he was in the lead.

## Topics

- Leadership
- Motivation

Auriol joined the Paris-Dakar team as a race organiser (1994-2004) and became race director of the event, winning three times.

Beyond his exceptional sporting achievements, Auriol is an entrepreneur. He has a strong instinct, and his human values have guided his career as a professional athlete. Now Auriol invites audiences to share his experience of both success and failure that led him to the top of his sport. He shares his expertise as a leader, his thoughts and distinctions, and his visions of measured risk-taking against the culture of failure. He seeks to engage with his audiences supporting their aspirations, elevating their abilities in project design and problem solving.