



Racing with a reliable mobile coverage solution

Case Study

The Dakar Rally is such an exciting event, a full-throttle experience. The BRX support team are located in the control centre they require constant connectivity to be able to be in contact with everyone within the team and the support and the emergency services. Good connectivity is critical. During the trial racing at the HQ Banbury in Oxford the BRX support team discovered they had very little mobile signal in the race office connecting to the vehicles. The lack of mobile signal was the cause of great concern as the team extensively rely on their mobile devices to stay in touch with the other support vehicles and the race control. This could ultimately affect the team's chance of success at the rally.

Business Needs

The 43rd Dakar Rally takes place from 3rd – 15th January 2021 and starts and ends in Jeddah, Saudi Arabia. 295 teams entered the race across all racing categories. One of these teams is BRX Bahrain Raid Xtreme. The team consists of British motor sport and technology company Prodrive and is backed by Mumtalakat, Bahrain's sovereign wealth fund. The team is competing for the coveted top spot in the all-new, custom-designed Prodrive BRX T1 'Hunter', a purpose-built car intended for off-road events.

The BRX support team will follow in an HGV race office and two management cars. The race office carries the control centre and communication hub from where the core support team have an overview of the entire event. Good connectivity is critical to ensure that there is always reliable two-way communication available.



Reliable Signal

Good reliable connectivity



Multi-Coverage

Two-way coverage with the control centre and the vehicles



The Solution

Activ Technology Ltd, an existing reseller of Frequency Telecom, contacted Frequency to find out whether they could assist with a legal, robust and reliable in-vehicle mobile signal booster solution which could easily be configured to enhance mobile signal in the UK, UAE, and Saudi Arabia. The Cel-Fi GO M in-vehicle signal booster was put forward as the optimal solution to overcome the signal issues within the race office. Activ Technology provided Prodrive with the Cel-Fi GO M solution comprising of 1 x Trucker Antenna as the donor antenna, 1 x Cel-Fi GO M signal booster and 1 x Patch Antenna as the server antenna.

The Cel-Fi GO M solution was installed in the race office at the Banbury HQ and configured to the corporate network. The deployment was a success. From near to no signal in the race office previously, the team were able to benefit from 5 bars of mobile coverage within the race office vehicle when the booster was active.

The Results

The rally cars and support vehicles were transported from the UK to the UAE and onward to Saudi Arabia. The Cel-Fi GO M booster was successfully configured to the different local networks in the respective countries, providing essential mobile connectivity to the BRX Bahrain Rally Xtreme team.

The Products

CEL-FI
GO X



Business Benefits



Improved Signal



Multiple Network Coverage



Full Mobile Coverage



Their mobile solution can be used for future racing events across the world