

**Press Release**

**May 29, 2025**

## **KCB, NBK Commits KShs. 11 Million to Rhino Charge.**

KCB Bank Kenya, the KCB Foundation and National Bank of Kenya have announced a sponsorship of KShs. 11 million for the 2025 Rhino Charge, set to take place this weekend in Baringo County. The sponsorship will go towards two cars, underscoring the Bank's commitment to motorsports and sustainable mobility in Kenya.

Out of the total sponsorship, KShs. 5 million will go towards supporting car no. 44 (AK44) driven by veteran off-roader Adil Khawaja. The KCB Foundation has donated KShs. 1 million to back EV Explorers – the first ever electric vehicle entry in the event driven by Nick Foley.

KCB Group Director Marketing and Communications Rosalind Gichuru said: "Our support for the Rhino Charge reflects our belief in the power of sport to drive both innovation and impact. By investing in events like these, we not only champion motorsports in Kenya but also contribute to critical environmental conservation efforts, aligning with our broader commitment to sustainability."

At least 65 teams will compete at the event that has attracted top drivers from around the country including the legendary Ian Duncan, Eddy Verbeek, Paul Foley, Gurmeet Mehta, Graham Mckittrick, Manee Choda, Mahesh Bhatti, Aadil Vaiani among others.

Before the action on Saturday, May 31, on Friday 30, scrutineering will be done and drivers will be issued with competition maps. After the competition, a prize-giving ceremony will be held on June 1 to announce the top three positions and funds raised.

"We extend our sincere gratitude to KCB for its unwavering commitment and continued partnership in supporting this noble initiative. Their invaluable contribution plays a pivotal role in advancing our environmental conservation efforts, which are essential in fostering sustainable practices and safeguarding our natural resources for future generations. We have a strong lineup for the event so, we are ready to go out there and compete," said driver Adil Khawaja.

The Rhino Charge is an annual off-road 4x4 competition held in Kenya in which entrants are required to visit 13 check points (controls) scattered over approximately 100 km<sup>2</sup> of rough terrain within a 10 hour period.

“At NBK, we are honored to be part of the 2025 Rhino Charge, a bold initiative that speaks to our values of resilience, environmental stewardship, and community impact.. We have proudly sponsored this event for over five years, underscoring our dedication to sustainable initiatives that protect Kenya’s natural heritage,” said George Odhiambo, Managing Director, National Bank of Kenya.

The event is organised to raise funds which are donated to support the activities of the Rhino Ark Kenya Charitable Trust, an NGO which works towards a noble cause: the conservation and protections of Kenya’s mountain range ecosystems, the “Water Towers”. **(Ends)**

For further information, please contact Peter Mwaura Kimani, Group Head of Corporate and Stakeholder Relations; email: [pmkimani@kcbgroup.com](mailto:pmkimani@kcbgroup.com)

#### **About KCB Bank Sports Sponsorships**

KCB Bank footprint in sports support in the country is expansive and cuts across various sports disciplines. The bank has its sports brand assets that include the KCB Women Volleyball Club, KCB Football Club and KCB Rugby Club besides other sports including Chess, athletics, and golf. The long-standing tradition of sponsoring major sporting events in the country has seen the Bank pump millions of shillings in sponsorships over the years.