



MEDIA RELEASE

AUSTRALASIAN DIRT BIKE MAGAZINE BECOMES OFFICIAL MEDIA PARTNER FOR 2026 TATTS FINKE DESERT RACE

Australia's ultimate desert race is joining forces with the nation's leading dirt bike magazine in 2026 to celebrate five decades of Finke, uniting more than a century of combined legacy.

The Tatts Finke Desert Race has today announced it is teaming up with the longest running dirt bike magazine in the country, with Australasian Dirt Bike Magazine (ADB) coming on board as the official media partner for the 2026 event.

Both born in the mid 1970's – Finke in 1976 and ADB in 1975, the partnership is set to elevate the coverage of the event to unprecedented heights, with 2026 set to be the biggest event in Finke Desert Race history as it celebrates its 50th edition.

The partnership will ensure consistent coverage of the event throughout 2026, starting with exclusive Finke features, race preview stories and form guides. Closer to the event ADB will then have regular updates on ADB digital and print channels, before a live show with Dirtbike Burrito Podcast at the event.

ADB will also be helping to create a jam-packed, collectors edition 2026 event program for fans to relive the full 50 years of Finke, while all bike competitors will also receive a free three-month subscription to ADB magazine as a result of the new partnership, giving them the June, July and August 2026 issues.

Australasian Dirt Bike Magazine Owner and Editor, Mitch Lees, said:

“ADB Magazine is honoured to become the official media partner of the Tatts Finke Desert Race, especially in a year where both organisations celebrate 50 years.

As two long-standing pillars of Australia's off-road motorcycle community, this partnership is a natural alignment.

In 2026, ADB will provide the most comprehensive Finke coverage in our history — from expert technical features and in-depth rider analysis to on-the-ground reporting throughout race week.

Our goal is simple: to be the definitive hub for all things Finke and to give this iconic event the expansive, high-quality coverage it deserves.”

The announcement follows the opening of entries for the event, which is being rolled out in four phases over two weeks. This process will see 2025 bike competitors, EOI holders, and general entrants secure their place in the race.

Finke Desert Race President Antony Yoffa, said:

“This partnership takes the Finke experience to the next level. With ADB on board, fans and competitors can expect unparalleled access, exclusive content and a celebration worthy of 50 years of Australia’s ultimate desert race.”

FULL WEEK OF CELEBRATIONS PLANNED

2026 Golden Anniversary Program:

- **Wednesday 3rd June:** 50th Finke Celebration Dinner
- **Thursday 4th June:** Alice Springs Town Council Finke Street Party and Night Markets
- **Friday 5th June:** AJP Motos Australia Scrutineering
- **Saturday 6th June:** Method Race Wheels Prologue
- **Sunday 7th June:** Race Day 1
- **Monday 8th June:** Race Day 2 & Presentation Night presented by TAB

The extended program reflects the event's growth from a single day in 1976 to a week-long celebration that has become central Australia's premier motorsport spectacle.

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About the Tatts Finke Desert Race: First held in 1976 with 56 motorcycle competitors, the Tatts Finke Desert Race has grown to become Australia's premier off-road motorsport event, attracting hundreds of competitors across bike, buggies, trophy trucks and side-by-sides and thousands of spectators annually to Alice Springs for the 450-kilometre return journey through some of the country's most challenging desert terrain.

Wednesday 19 November, 2025