

Penthouse World Media and Penthouse Clubs Global Licensing Partner to Sponsor Olga Rouckova for Dakar Rally

Female driver to wear the key at world-famous 3,100-mile off-road vehicle race

LOS ANGELES ([PRWEB](#)) January 04, 2019 -- Penthouse World Media LLC, the leading adult media brand and publisher of PENTHOUSE magazine, and Penthouse Clubs Worldwide LLC partner to sponsor veteran off-road driver Olga Rouckova at the 2019 Dakar Rally.

To read the online interview with Olga on PENTHOUSE, click [here](#).

The world-renowned off-road endurance rally will be held from January 6 to 17, 2019 in Peru. The 10-stage race will feature a variety of off-road vehicles in four classes and covers 3,100 miles from start to finish. Rouckova will be one of 17 female competitors in the race made up of a total of 334 racers. Although a traditionally male-oriented event, the 2019 Dakar Rally hit a huge milestone with the most female drivers to date, empowering women around the world to showcase their competitive skills.

“We are excited to be supporting the highly-accomplished Olga Rouckova in this amazing challenge which is the Dakar Rally,” said Catherine Brandt, COO of Penthouse World Media LLC. “It is an honor for PENTHOUSE to represent a female driver who embodies beauty, strength and determination, and this is a direction the brand is excited to embrace.”

“Penthouse Clubs Global Licensing LLC, the exclusive Licensor of the world’s premier gentlemen’s club brand, is pleased to support Rouckova in this feat. The Dakar Rally stands for both excellence and luxury, two traits embodied by Penthouse Clubs around the world, and we’re thrilled to provide a platform for a woman to excel and succeed in an arena that’s traditionally dominated by men,” said John Kirkendoll, CEO of Penthouse Clubs Global Licensing LLC.

As sponsors, Penthouse World Media LLC and Penthouse Clubs Global Licensing LLC will provide financial and promotional support to Rouckova, by way of marketing and advertising campaigns as well as media opportunities during the race. Terms of the agreement were not disclosed.

“I am honored and grateful to be sponsored by PENTHOUSE, the iconic brand that represents beauty, culture and progressive thought,” Rouckova said.

Born in Czech Republic, Rouckova is an accomplished quad racer with her four-wheeled motorcycle-like vehicle, having participated in a number of competitions like the FIM BAJA Europe for 3 years finishing every race on the podium, the Merzouga Rally in Morocco, along with obstacle races such as the Spartan race, Army Run, Gladiator Race and many others.

For more information visit [Penthouse.com](#) and [Dakar.com](#)

About Penthouse World Media LLC:

Since 1965, PENTHOUSE has been covering — and uncovering — America and the entire world. With a spotlight on exquisiteness, pleasing aesthetic sensibilities, and a desire to empower women to feel strength in their beauty and uniqueness, PENTHOUSE casts an honest light on the often shadowy sides of life, politics and



culture.

About Penthouse Clubs Global Licensing LLC:

Stemming from the iconic publication founded by Bob Guccione in England in 1965 and brought to the United States in 1969, The Penthouse Club is “Where the Magazine Comes to Life!”

A wholly owned affiliate of Kirkendoll Management, LLC, Penthouse Clubs Global Licensing LLC’s (PCGL) goal is to create world-class establishments by providing club owners and operators with innovative new tools and services to enhance their customers’ experience. As licensor, PCGL adds value beyond the brand name by offering access to their best in practice operations processes, proprietary technology and outstanding marketing services. The Penthouse Club has locations domestically in California, Florida, Louisiana, Maryland, Michigan and Pennsylvania, and internationally in Australia, New Zealand and Russia. For more information on The Penthouse Club and/or PCGL, please visit <http://www.Penthouseclub.com>.

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Contact Information

Ash Jones

Penthouse

<http://www.Penthouse.com>

5038666820

Jessica Holtzman

Kirkendoll Management/Penthouse Clubs Global Licensing

<http://www.Penthouse.com>

504.304.7927

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