

Press release



10 August 2016 – no. 20 – 2016 ADAC Rallye Deutschland

On the web and on location: Official ADAC Rallye Deutschland fan articles are coveted collectibles

- Everything for rally fans: Great selection of merchandise and affordable fan sets
- Web shop serving the German event in the FIA WRC

Munich/Trier, 10 August 2016 – The ADAC Rallye Deutschland is enthusiastically anticipated by rally fans around the globe. The international interest in the German FIA WRC rally is evident in the demand for official fan gear and merchandise. Another all new collection of products was launched for this year's ADAC Rallye Deutschland.

ADAC Rallye Deutschland web shop

To get in the right mood for coming to the spectacular rally, a visit to the event web shop at www.rallye-deutschland-shop.com is certainly a good idea. A selection of new fan gear is already available at the online portal. The products range from caps, shirts, polos, hoodies and jackets to accessories and diecast models of WRC cars. Special fan sets have been put together for online shoppers offering up to 29% in savings over regular online prices. The orders will be fulfilled starting 9 August 2016.

Fan shops at the Service Park and the hotspots

During the ADAC Rallye Deutschland, the Trier Service Park is the first address for visitors in search of fan gear. The fan shop there has a wide range of official merchandise, including coveted collectibles such as the annual ADAC Rallye Deutschland pin. At the Service Park, the fans will also find more rally products at the manufacturers' many promo stands.

An ADAC fan shop on wheels will be stopping at other locations as well. The mobile ADAC fan shop will be present in selected hotspots: at the Konz Shakedown on 18 August, at the Show Start next to the Porta Nigra gate in Trier on 18 August, at the spectacular Panzerplatte stages on the Baumholder military range on 20 August as well as at the Dhronal Power Stage and the concluding podium ceremony next to the Porta Nigra in Trier on 21 August.

Get your rally and day passes in pre-sale now!

Just like the planning process, the pre-sale of passes to the ADAC Rallye Deutschland is in full swing. In addition to the four-day rally passes, fans can now also buy day passes for Friday, Saturday or Sunday in pre-sale. On the day printed on the pass, passholders get access to all spectator areas along each Special Stage and the Trier Service Park. Day passes to the 2016 ADAC Rallye Deutschland at €35 are available only in pre-sale. Rally and day passes are now available at <http://shop.rallye-deutschland.de>.

Attractive packages available in pre-sale

In pre-sale, rally passes for the 2016 ADAC Rallye Deutschland come at a discount and in attractive packages, for the first time including the official rally programme brochure (in German only, with directions, safety instructions etc. in English and French). In pre-sale, a four-day rally pass costs €70 (€65 for ADAC members). The package including the programme brochure is more attractively priced than in past years. Pre-ordered rally passes are also a better bargain than those bought at the on-site ticket offices, where the regular four-day pass will be €80 (no programme brochure and no discount for ADAC members). The rally passes cover:

- Access to all Special Stages on all days
- Access to the Service Park on all days
- Access to the Shakedown on Thursday

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- A spectator map providing all the essential information about the rally
- ADAC Rallye Deutschland lanyard
- ADAC Rallye Deutschland sticker
- ADAC Rallye Deutschland programme brochure

The official magazine of the 2016 ADAC Rallye Deutschland

On 80 loaded pages, the official Rally Magazine offers its readers the essential information on drivers, teams, the itinerary and spectator areas of the 2016 ADAC Rallye Deutschland. Exciting background stories, exclusive interviews, an attractive sweepstake and many fascinating rally topics round off the rally magazine. Detailed maps including the official large Spectator Map are further sources of information for diehard rally fans. The magazine is available for €5 at www.adac.de/rallye-deutschland. It is also available from the ADAC Rallye Deutschland ticket shop by calling +49 261 13 03 300 or sending an e-mail to ticket@rallye-deutschland.de. It comes free with the 4-day rally pass. It will be available at the on-site ticket offices at the Shakedown and the usual ticket points during the whole event.

ADAC Rallye Deutschland information:

The ADAC Rallye Deutschland has a unique world-wide reputation. Its mix of hairpin stages in the Mosel vineyards, tough tracks on the Baumholder tank range and fast asphalt roads presents extreme challenges for both teams and drivers. This mix requires excellent driving skills and versatility. Diversity, high-class action and closeness to the fans are the ingredients that make the ADAC Rallye Deutschland such an attractive package for spectators as well. Year after year, this major event draws enthusiastic crowds from all over Europe, giving it a special, international atmosphere.

Rallye Guide 2/Road Books/Media Safety Book available for downloading

Download the documents here:

www.adac-rallye-deutschland.de/de/safety/static/

Get your access credentials at media@adac-rallye-deutschland.de

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