

11 August 2016 – no. 21 – 2016 ADAC Rallye Deutschland

Working for success: the ADAC Rallye Deutschland and its partners

- Broad support for the German FIA WRC event

Munich/Trier, 11 August 2016 – The ADAC Rallye Deutschland is ADAC's major collaborative motor sport accomplishment. In addition to the 18 ADAC regional clubs and some 3000 volunteers, numerous partners and sponsors are contributing towards the success of the German FIA WRC rally. The relations with some of the event partners go back years, which is a confirmation of the ADAC concept. In 2016, ADAC could again fully rely on the outstanding commitment and broad support of its official partners and sponsors.

Volkswagen

This year, the commitment of the largest German automobile maker marks the 50th anniversary of Volkswagen Motorsport. An exhibition of historic rally vehicles will be shown at the Service Park. The spectators will revel in rally nostalgia as they admire the same vehicles at the Panzerplatte parades on Saturday. On the Baumholder military range, Volkswagen will be present with their Rally the World promotional stand and erect a 100m² video wall to show exciting live footage of the Sprint stages at the Große Platte spectator point. Another Volkswagen highlight will be the 0 car of the ADAC Rallye Deutschland – a precisely replicated 1986 Group A Golf II GTI, the car in which Kenneth Eriksson/Peter Dieckmann won the Group A WRC Championship in 1986. Dieter Depping, the three-time ADAC Rallye Deutschland winner (1994, 1996, 1997), will be at the wheel. In addition, Volkswagen will make vehicles available for the organising team.

Opel

Opel is an active factor in the success of the ADAC Rallye Deutschland at several levels. In addition to the ADAC Opel Rallye Cup, two runs of which will be part of the supporting events at the German WRC rally, Opel will make an Opel Adam R2 available as the 000 advance car with Red Bull Athlete Tamara Molinaro and WRC co-driver Ilka Minor. At the Service Park Trier, the visitors are in for more brand presentations, from the ADAC Opel Rallye Cup Village to a sizeable exhibit area to an official merchandising stand. On Saturday, the Kleine Platte spectator point will again be the fan zone for Opel enthusiasts.

City of Trier

In 2016, the city on the Mosel and its metropolitan area is host to the German FIA WRC rally for the fourteenth time. Two main elements of the rally, namely the show start and the podium ceremony, are traditionally held against the historic backdrop of the Porta Nigra in Trier. The hub of the ADAC Rallye Deutschland, the Service Park, is located on the Trier fairgrounds. As the event's organiser, ADAC closely cooperates with the different municipal bodies, authorities and decision-makers as regards planning, approval and implementation. The city and the region appreciate the internationally reputed and popular ADAC Rallye Deutschland as an important factor in terms of economy and image.

ŠKODA

As an official partner of the ADAC Rallye Deutschland, ŠKODA will lend its support to increased safety along the itinerary by making four s-cars (rally safety cars) available. At the Panzerplatte, ŠKODA will install a promotional stand and plans to hold its own manufacturer's 'corso' for the fans. With some luck, the visitors at the Panzerplatte can win a special 'rally taxi' ride. The lucky winner will take the co-driver's seat of a ŠKODA 130 RS driven by former German rally champion Matthias Kahle on the sprint course of the Panzerplatte. The manufacturer will have another promo stand at the Trier Service Park. ŠKODA will also make cars available to the organising staff and will 'present' the RPR1. rally radio broadcasts.

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Red Bull

Wherever there is action, Red Bull is part of it. The Austrian beverage maker has been an ADAC Rallye Deutschland partner since 2003. As in previous years, Red Bull will provide energy and refreshment to the fans at the German WRC rally. You will not miss the blue Red Bull teepees at the Service Park and along the Special Stages. Promotion crews will also take 'liquid energy' where the action is, among the rally enthusiasts on the event stages.

Eibach

Eibach has been one of the leading partners in many top-tier motor sport disciplines around the globe for decades. The manufacturer of high-end suspension and drivetrain systems has been a partner of the ADAC Rallye Deutschland for years. For Eibach, rallying is both a valued new product development platform and a reference for the performance of their systems. At this year's ADAC Rallye Deutschland, Eibach will be the 'presenter' of the official starter list. The supplier will also be represented with promotional stands at the Trier Service Park as well as at the Panzerplatte.

Hyundai

Hyundai is one of the new partners of the ADAC Rallye Deutschland. The Korean manufacturer, whose driver Thierry Neuville (BEL) won the 2014 ADAC Rallye Deutschland, will be present at the Trier Service Park with a major promotional stand. Hyundai will present various car models and a racing simulator for added excitement for the fans.

HJS

HJS stands for years of experience and competency in terms of exhaust gas aftertreatment. The global leader in catalytic converters for racing, HJS, and ADAC share a strong commitment to environmental stewardship at the ADAC Rallye Deutschland. The German manufacturer builds the special cat converters with innovative environmental protection technologies for the WRC cars. At the 2016 ADAC Rallye Deutschland, the supplier will host promotional stands at the Service Park Trier and at the Baumholder military range.

RPR1. rally radio

The cooperation with the regional RPR1. radio station is one of the longest standing media partnerships at the ADAC Rallye Deutschland. This year, the station will again be on air as the official rally radio. RPR1. will cover the German FIA WRC event extensively. On the Eifel-Saar-Mosel regional frequencies (Trier: FM 102.9; Mosel: FM 100.1; Luxembourg/Saarland: FM 102.6) RPR1. will broadcast up-to-the-minute rally information for the fans. The RPR1. traffic service will update visitors on any congestion and/or traffic obstruction on the roads to or from the rally.

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:

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