

10 August 2017 - no. 13 - 2017 ADAC Rallye Deutschland

ADAC Rallye Deutschland strongly committed to more sustainability and environmental protection

- Environmental audits for all new Saarland Special Stages of the WRC event
- Expanded environmental team at work before, during and after the rally
- New measures and pilot projects to make the event ever more sustainable
- Efficient spectator management and eco-friendly visitor behaviour

Munich. The ADAC Rallye Deutschland (17-20 August 2017) combines motor sport and environmental compatibility at the highest level. With its environment protection concept, the German event of the FIA World Rally Championship has been setting a benchmark for years and serve as role model for other WRC events. For 2017, ADAC has again intensified its commitment to organise the event as sustainably as possible, implementing new concrete measures.

In addition to the existing Special Stages (SS) from previous years, ADAC has commissioned environmental audits for all new Special Stages in the Saarland. After meticulous verification by the Saarland Agency for Environmental and Labour Protection (LUA) and the Saarland Ministry for the Environment, the competent authorities approved all courses, spectator areas, parking areas and visitor access routes for the 2017 ADAC Rallye Deutschland. This certifies the environmental friendliness of the event.

For this year's edition of the ADAC Rallye Deutschland with its many new courses, we have reinforced our environment team. Now five instead of three Environmental Officers will be in the field before, during and after the event. In the planning phase, the experts – in coordination with the relevant agencies and authorities – evaluate the itinerary, spectator areas, parking areas and access roads from an environmental point of view. During the rally they monitor compliance with environmental precautions. After the event they scrutinise all areas and draft an audit report. The results will be considered when planning the event in the coming years.

In view of its dedication to intensifying its environmental commitment, ADAC is organising a number of pilot projects this year in the context of the ADAC Rallye Deutschland: At one Special Stage, for instance, no plastic cable connectors are used at all. As a replacement, approx. 10,000 fully compostable cable connectors are used to set up signs and barriers. If these eco-friendly connectors pass the practical tests, they will become standard for the 2018 ADAC Rallye Deutschland. Other innovations include the testing of fully recyclable plastic fencing.

Yet another new element of ADAC's environment concept concerns water and soil protection: Marshals at particularly sensitive route segments are now equipped with special materials binding oil, brake fluids and coolants. In the event of a rally car crash posing a threat to the environment, the marshals are usually on site even before the emergency vehicle and can provide environmental "first aid" even faster.

Visitor behaviour is a critical factor for environmental protection during the event. The official event magazine and the spectator tickets include information and practical tips appealing to the environmental responsibility and safety awareness of the rally fans. To enhance the efficiency of the spectator management, the visitor guidance system was optimised ensuring short transits between access roads and parking and spectator areas. The barriers along the paths and areas

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serve both for visitor safety and the protection of particularly sensitive natural habitats. The marshals will strictly ensure that nobody enters no-go areas. Also, a free shuttle bus service will take spectators from the car parks to the spectator areas near the highlights of the Panzerplatte Special Stage and back. To further encourage environmentally compatible behaviour, approx. 6,500 rubbish bags will be provided for visitors to dispose of their litter.

ADAC Rallye Deutschland eco tips at a glance:

- Follow the spectator guidance system.
- Use the free shuttle bus services on the Baumholder military range.
- Keep to the designated roadways and spectator areas.
- Stay out of no-go areas.
- Try not to generate waste.
- Dispose of your litter in one of the 6,500 rubbish bags provided for the event.
- No smoking or open fires in the woods.
- Camp only on official campsites.
- Use the sanitary facilities.
- Set an example to the other fans!

Get your rally and day passes now!

In addition to the four-day rally passes, the fans can now also buy day passes for Friday, Saturday or Sunday in pre-sale until 16 August 2017. On the day printed on the pass, passholders get access to all spectator areas along each Special Stage and the ADAC Rallye Deutschland Service Park. For the first time, fans can also buy self-print passes. They serve as proof of purchase to be redeemed for rally passes or day passes at the rally venue. Visit the official ticket shop on the web at www.adac.de/rallye-deutschland (go to the Tickets tab).

Pre-sale buyers will enjoy discounts and an attractive package offer that includes the official ADAC Rallye Deutschland magazine. The same as last year, the pre-sale price of a rally pass package is €70 (€65 for ADAC members). Day passes are available for €35 exclusively in pre-sale.

From 17 August 2017, rally passes will be available from the outlets listed at www.adac.de/rallye-deutschland (click on “English”, then “Tickets” and then “Tickets at the event”).

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
- A spectator map providing all the essential information about the rally
- ADAC Rallye Deutschland lanyard
- ADAC Rallye Deutschland sticker
- ADAC Rallye Deutschland magazine (in German with essential information in English and French)

ADAC Rallye Deutschland information:

The ADAC Rallye Deutschland has a unique worldwide reputation. Its mix of hairpin stages in the vineyards, tough tracks on the Baumholder tank range and fast asphalt roads presents extreme challenges for both the teams and the drivers. Excellent driving skills and versatility are of the essence here. Diversity, high-class action and closeness to the fans are the ingredients that

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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.

Press contact

ADAC Rallye Deutschland

Peter Linke, phone: +49 89 53 09 970, e-mail: media@rallye-deutschland.de

ADAC e.V.

Oliver Runschke, phone: +49 89 76 76 69 65, e-mail: oliver.runschke@adac.de

Kay-Oliver Langendorff, phone: +49 89 76 76 69 36, e-mail: kay.langendorff@adac.de

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