

ADAC Rallye Deutschland (23 to 26 August 2012)

29 June 2012

**ADAC Rallye Deutschland continues to be powered by Red Bull
The automobile club and the energy drink manufacturer extend their
successful partnership**

Munich/Trier, 29 June 2012 – ADAC and Red Bull will continue to jointly promote the one and only German rally of the FIA World Rally Championship (WRC). In the run-up to the ADAC Rallye Deutschland which will take place between 23 and 26 August 2012 in the Trier area, Allgemeiner Deutscher Automobil-Club e.V. and the Austrian beverage manufacturer extended their sponsoring partnership.

Red Bull's commitment to the ADAC Rallye Deutschland is targeted at mobilising rally fans and motor sport enthusiasts by implementing creative marketing campaigns such as attractive sweepstakes on the various communication platforms of Red Bull and ADAC as well as high-profile promotion and catering during the event. A variety of activities are currently under preparation. Red Bull has been ADAC's partner in motor sport for ten years and started promoting the German rally of the WRC in 2003.

"We are very happy to continue our successful partnership with Red Bull. We both have a passion for top-level sports performance. It was not least thanks to strong partners such as Red Bull that over the past years we were able to make the ADAC Rallye Deutschland one of the largest and most important events in European motor sport. The 2012 German rally of the WRC will come with many innovations that make the event even more attractive for the spectators as well as the teams and drivers", says Hermann Tomczyk, ADAC Vice President Sport.

Further information:

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