

## Media information



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**Jutta Kleinschmidt named as the ADAC Rallye Deutschland brand ambassador**

- **Dakar rally winner supports the German FIA WRC rally**
- **Tasks: representation and concept for the event's on-going development**

Munich. Jutta Kleinschmidt is about to tackle a new “Special Stage”: the famous former rally driver has been appointed brand ambassador of the ADAC Rallye Deutschland. Kleinschmidt is one of the most successful women in motor sport. With immediate effect, the first and, so far, only female winner of the legendary Dakar rally officially supports the German event of the FIA WRC which will take place from 16 to 19 August 2018 in the Saarland and neighbouring regions.

In Jutta Kleinschmidt, who joined the ADAC foundation's Advisory Council in 2016, ADAC has found a long-term partner. She will take on several tasks and make public appearances – including at the highlights of the ADAC Rallye Deutschland such as the Show Start and Finish ceremonies or at the legendary Panzerplatte military range. As the event's representative, she will be actively involved in communications with the media, partners and fans. As a rally pro with many years of experience, Jutta Kleinschmidt will provide useful advice on the event's attractiveness for drivers and teams, spectator friendliness and economic efficiency.

**Jutta Kleinschmidt, ADAC Rallye Deutschland brand ambassador:** “I really look forward to supporting the ADAC Rallye Deutschland. It has been close to my heart for quite some time. Already back in 2002, when I was behind the wheel of a zero car, it was a top-level sport event. For motor sport in Germany it is vital to host such a major event – today more than ever before. My main task is to share the thrill of the ADAC Rallye Deutschland with as many people as possible – with the spectators as well as the many helpers and partners. In addition, I will offer support and advice to ADAC to further develop the rally's concept. This ranges from the itinerary to ideas on the sponsorship of young talents and women to topics such as proximity to spectators and their safety.”

**Hermann Tomczyk, ADAC Sport President:** “We are thrilled that Jutta Kleinschmidt agreed to become the brand ambassador of the ADAC Rallye Deutschland. She is among the world's most famous rally drivers and has earned the widest recognition. And this not only for her performance behind the wheel but also for her great commitment outside the cockpit. She is actively involved in various committees and has created a vast network. I am confident that, for the years to come, she will substantially contribute towards sharpening the profile of the ADAC Rallye Deutschland and enhancing its compact and spectator-friendly format.”

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

Passes for the ADAC Rallye Deutschland are available from the official ticket shop on the web: go to [www.adac.de/rallye-deutschland](http://www.adac.de/rallye-deutschland) (under the Tickets tab) to get your four-day rally passes or day tickets (Thursday, Friday, Saturday or Sunday). Pre-sale buyers will enjoy discounts and an attractive package offer that includes the official event magazine. Just like 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. During the ADAC Rallye Deutschland, the regular price for a rally pass will be €80 at all on-site sales points.

**The rally passes cover:**

– Access to all Special Stages on all days

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- 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 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 89 530 99 70, e-mail: [media@rallye-deutschland.de](mailto:media@rallye-deutschland.de)

#### ADAC e.V.

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

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

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