

Media information



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Spectator management at the ADAC Rallye Deutschland: service and safety are the challenges

- **Fast and safe access for the fans to the Special Stages**
- **Exemplary guidance system at the German WRC event**

Munich. Last year, the ADAC Rallye Deutschland thrilled 226,000 spectators. The large crowds one of the most popular German motor sport event attracts present great challenges to the organiser when it comes to guiding the fans quickly and safely to the Special Stages. Unlike with permanent race tracks, at a rally the itinerary and the spectator infrastructure are temporary and scattered throughout the grounds. Hence, fan management is a complex and challenging task. The 19 Special Stages (SS) and the transport stages of this year's ADAC Rallye Deutschland (22 to 25 August) cover more than 1,228km in the Saarland, Mosel and Baumholder regions.

To ensure that all spectators get to their destinations as quickly and safely as possible, a complex spectator management system is in place at the ADAC Rallye Deutschland. "The fans come here for rally sport, and not for waiting in a traffic jam," Detlef Thul, who is in charge of spectator management, gets to the point. "At each SS of the ADAC Rallye Deutschland, there are several attractive and strategically placed spectator points including parking along the track." At this year's ADAC Rallye Deutschland, some 50 spectator points plus car parks with sufficient capacities will be designated.

Exemplary guidance system

A guidance system, with which ADAC set the standard as early as 2002, is key to spectator management. Ever since, the system has been improved constantly and adapted to take into account the experiences gained in previous events. For optimal planning, the communities, local police and officials in charge of the Special Stages are involved at an early stage. Colour coding and numbers make the system easy to understand for spectators from all over the world. Each venue has its colour: for instance, the signs in the Service Park at Bostalsee will be red this year, and blue arrows will point the way to the Baumholder military range on Saturday. The signposting starts at the motorway exits and main roads within a 30km radius. Approaching their destination, in addition to the colour code, visitors have the number of the spectator point. To ensure optimal planning for the rally fans, all there is to know about the colours, numbers and recommended exits and access roads is available on the spectator map, in the rally magazine and online.

A spectator management centre will be set up in the rally headquarters on the Tuesday (20 August) before the ADAC Rallye Deutschland kicks off. During the rally, it will be staffed with a team of approx. 15, including police and first responders from the federal states of Saarland and Rhineland-Palatinate. The centre also coordinates the 28 motorcyclists whose job it is to report the local traffic jams. A police helicopter provides live footage to help the spectator management team get a comprehensive picture of the situation. Here, the special focus is on the motorway exits: if a tailback is about to build up, the police and traffic jam reporters can intervene immediately to control the traffic flow and activate the alternative routing system on stand-by.

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Free shuttle buses, PA system and rally radio

In addition, there are other tools the spectator management centre can use for optimal crowd management. For instance, free shuttle buses will take fans from the car parks to the Baumholder military range and back, which regularly attracts huge crowds. A free shuttle service will operate also between the Service Park and the Service Park car parks between Thursday and Sunday. PA systems will be in place at all major spectator areas to manage the crowd and keep the fans up to date with multilingual announcements. Traffic updates will be available on the RADIO SALÜ rally radio and on the social media channels of the event.

Spectator management tips:

- Plan ahead for your visit to the rally and get information early, e.g. on the Internet at adac.de/rallye-deutschland (click on *Spectators*).
- During the rally, turn on the RADIO SALÜ rally radio for traffic updates.
- Follow the signposts and respect the instructions of the police and marshalls.
- Using a satnav device, bear in mind that roads may be closed. Check the indicated route.
- Park your car in designated spaces only.
- Do not obstruct access to entries/exits and fire exits.
- To speed up the process, keep the exact amount of the parking fee ready.
It is €2 per day at any Special Stage incl. Shakedown (exceptions: €3 for overnight camping, €5 at the Service Park at Bostalsee).

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

Passes to the ADAC Rallye Deutschland are available at www.adac.de/rallye-deutschland. The official online ticket shop sells both four-day rally and day passes. ADAC members pay €65 for a pre-sale rally pass (€70 for non-members). The rally pass package is available at an extra €5 and includes the pass and the official rally magazine. During the ADAC Rallye Deutschland, the regular price for a rally pass will be €80 at all on-site sales points. Day passes (for Thursday, Friday, Saturday or Sunday) are available exclusively on pre-sale and start at €25.

The rally pass package includes:

- 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 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.



Media information



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