

Press release

8 July 2013 – no. 8 – ADAC Rallye Deutschland (22 to 25 August 2013)

Exemplary Eco Concept for the ADAC Rallye Deutschland

- **The German WRC event sets international standards**

Munich/Trier, 8 July 2013 – The ADAC Rallye Deutschland offers motor sport at the highest levels of competition and has set an example in matters of environmental protection. When stars of the WRC like Sébastien Ogier and Mikko Hirvonen or the young German driver Sepp Wiegand set out from Cologne for the Special Stages in the greater Trier area, numerous and comprehensive measures and rules will be in place to make this major motor sport event as safe as possible for nature.

Environmental protection a task for the planners

Environmental concerns have been taken into account from the very planning stages of the ADAC Rallye Deutschland. Just like in previous years, ADAC has designated a team of environmental experts from various disciplines for the 2013 rally. They liaise in a constructive manner with the various licensing authorities and competent environmental agencies.

The Special Stages, spectator points and car parks are all checked and approved in compliance with environmental legislation and guidelines, using the knowledge of several environmental and conservancy organisations. A primary aspect is the protection of ambient water – first and foremost in the Mosel region, where legislation is particularly sensitive. From the first ADAC Rallye Deutschland run as a WRC event in 2002, the competent authorities have attested ADAC exceedingly high compliance with the most stringent standards.

Eco-friendly spectator management

Spectator management is a top priority at crowd-drawing events. This is most particularly true of rallies, where the fans do not flock to one single race circuit or one stadium as they would in other types of sport. At a rally, they travel with the show from Special Stage to Special Stage. At the ADAC Rallye Deutschland, the environmental protection concept has always depended on a most effective spectator management. ADAC has successfully relied on a good mix of physical measures, practical instructions for spectator behaviour and persuasive appeals to every rally fan's ecological awareness. One of the key elements of our strategy is minimising travel and walking distances: Spectators arriving by car will be guided to their destination Special Stages on the most efficient and shortest route by an effective visitor guidance system. Free shuttle bus services operate between certain car parks and spectator areas.

In much frequented locations, such as the Baumholder military reserve, wooden stairs and bridges for the spectators are set up to protect the edges of ditches and embankments against trampling. The experience of the ADAC environmental experts has shown that if both the Special Stages and the routes delivering the spectators are attractive, there is less and less need for restrictions. Where the integrity of habitats or the safety of humans might be threatened, numerous No-Go areas for spectators are signposted locally. Setting up numerous trash bins is another way to achieve our environmental goals at the ADAC Rallye Deutschland: To leave the sites in the same intact condition after the passage of the last car as we found them before the rally.

Environmental protection at the Service Park

ADAC's environmental concept sets standards in respect of the infrastructure for teams and participants as well. Take for instance the Service Park in Trier. Here the area where the teams service and repair their cars is in close proximity to the Mosel river. Despite the very strict requirements regarding clean soil and water, the ADAC Rallye Deutschland has never heard any complaints and never caused any environmental hazard in all the years it has been using this

Press release

location. And the approval process in the competent authorities is based on the very strict German water and soil protection regulations.

The environmental standards are implemented in the Rules and Regulations of the ADAC Rallye Deutschland. These provide for instance that all liquid containers must be marked with exact information as to their content. This is not only a measure to protect ambient water and soil; it will also help doctors dealing with possible accidents caused by the liquids. Other requirements apply to any work on the cars: All work must be carried out on impermeable sheeting that will prevent any spillage. Also, cars may only be washed in a secured car wash area. It goes without saying that critical materials such as used oil and brake fluids are disposed of in compliance with regulations.

These and other environmental requirements make the ADAC Rallye Deutschland a benchmark internationally. And it is further proof of the German rally's success that elements of its environmental policy have been adopted in the Rules and Regulations of other WRC rallies. Over the years, the ADAC Rallye Deutschland's environmental protection efforts and example have left a durable imprint on the teams' awareness as well.

The Environmental Emergency Car

The Environmental Emergency Car is another exemplary institution of the ADAC Rallye Deutschland. During the German rally, this "green" emergency vehicle is on stand-by and ready to intervene should any environmental hazard emerge, for instance in a car crash. To quickly and effectively prevent any environmental damage, the emergency response unit carries materials binding oil, brake fluids and coolants. It is also equipped to recover and dispose of contaminated soil. Fortunately, it still awaits its first deployment for this type of incident.

Recipient of the German Motor Sport Federation's environment award

ADAC was awarded the 2005 DMSB environmental award in recognition of its exemplary ecological commitment at the ADAC Rallye Deutschland. The jury commended in particular the protective measures exceeding the mandatory standards. Ever since, the ADAC eco concept for the German WRC rally is being refined further and it still is the leading eco policy among all the WRC events.

Tickets to the ADAC Rallye Deutschland:

The German "flat rate" for rally fans: Five days of unadulterated rallying, including access to each and every spectator area at the Shakedown and every Special Stage. The passes also grant access to the Service Park, where the fans can watch the mechanics at work and meet the rally drivers. They also include a spectator map covering all essential information and showing the best viewing spots, a pass lanyard and an ADAC Rallye Deutschland decal. The passes are available for €69.00 (€64.00 for ADAC members) + shipping through the Ticket Shop at www.adac-rallye-deutschland.de. Call the ticket hotline at: +49 (0)261 13 03 66. Tickets for one Special Stage or the other only are available starting at €15.00.

How spectators can act ecologically at the ADAC Rallye Deutschland

Environmental protection is everyone's business! As a rally fan you can really do something to maintain the quality of life for the locals and conserve the beauty of a spectacular region. And the best thing about it is that eco-friendly behaviour is quite easy. Below is a listing of the most important how-to tips for the ADAC Rallye Deutschland:

Follow the spectator guidance system.

It will take you to your destination car park or Special Stage efficiently and along the shortest route.

Press release

Use the free shuttle bus services.

A shuttle service will operate between the P1, P2 and P3 car parks and the “Turm” (tower) spectator point at the “Panzerplatte” Special Stage (Saturday, 24 August 2013, from 8:30 to 20:30hrs).

Stay on the roadways and in the spectator areas. Stay out of “No-Go” areas.

Respecting the areas designated off-limits will keep you safe while the rally is on and habitats and other protected areas unspoilt.

Try not to generate waste.

Be mindful of unspoilt nature and make the task of our removal teams easier: take your trash back with you or use the trash bins that are in place. Give a good example to the other fans!

No smoking or open fires in the woods.

Smoking and lighting camp fires in the woods is strictly forbidden. During the summer months, there is an imminent threat of forest fires in the region.

Camp only on official campsites.

There are plenty of camp and motor home sites throughout the rally region. No camping or car-avanning/motor home parking outside designated areas.

Use the sanitary facilities.

Some 200 portaloos are distributed along the rally itinerary and areas. You can be sure you will find one close to you. Take advantage of the sanitary facilities and do your share in keeping ambient water clean and ensuring public hygiene.

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