

## Press release

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29 July 2014 – No. 10 – ADAC Rallye Deutschland (21 to 24 August 2014)

# The ADAC Rallye Deutschland in Synch with Mother Nature

- **German WRC event takes pride in protecting the environment**

Munich/Trier, 29. July 2014 – After the rally is before the rally. This is certainly true of environmental protection efforts at the ADAC Rallye Deutschland. The organiser's goal is to preserve nature in the rally region in the same intact condition after the German WRC rally it was before the crowd-drawing event. To ensure that this is the case again at the 12th edition of this German rally spectacular (21 to 24 August 2014), environmental protection plays a major role from the earliest planning stages.

### **Eco-friendly planning**

A team of environmental experts from various disciplines works with ADAC on this task. During the approval procedure, the team liaises with the relevant authorities and agencies. Their main focus is on sections of the itinerary, spectator areas and car parks in areas designated as water protection areas or nature reserves: Where a section of the itinerary crosses a natural habitat, a separate expert opinion is required to prove that nature will not be harmed. Meeting all the requirements is prerequisite for being allowed to run the event. After the 2014 ADAC Rallye Deutschland, the environmental expert team will again inspect the relevant areas.

### **Optimised spectator management**

Crowd-drawing events such as the ADAC Rallye Deutschland are a tough challenge for the organisers. A rally is by nature a bit more demanding than other events in that it is not centred on one circuit but held in several distinct locations. To ensure that everything runs smoothly and under environmentally optimal conditions, ADAC has always followed a policy of short distances in its spectator management. An effective visitor guidance system will always lead spectators to their destination Special Stages on the most efficient and shortest routes.

### **New Michelin shuttle service**

To reduce spectator traffic to the Special Stages even more, a Michelin bus shuttle will operate for the first time at the 2014 ADAC Rallye Deutschland – courtesy of ADAC, the FIA and Michelin. The shuttle buses will bring the fans from the Trier Service Park to the most attractive spectator points. This service is free for spectators holding valid rally passes. The positive effect of this innovation is less individual traffic on the roads and a lesser impact on the environment. Plus, this is an opportunity for fans arriving without personal transport to get to Special Stages situated out of reach from bus stops or railway stations.

### **Protective measures at the Special Stages**

To facilitate spectator guidance all spectator access routes will be clearly marked. Where the integrity of habitats or the safety of humans might be threatened, numerous No Go Areas are clearly signposted locally. In much frequented locations, such as the Baumholder military reserve, wooden stairs and bridges for the spectators will be set up to protect the edges of ditches and embankments against trampling. A close network of trash bins and sanitary facilities will likewise be in place to protect the environment. And, of course, ADAC also puts great store in the environmental awareness of the rally fans. The various information media available for the ADAC Rallye Deutschland contain practical tips and how-to instructions to facilitate the most low-impact use of the environment and natural resources.

### **Rapid "first aid" for the environment**

The environmental protection plan for the ADAC Rallye Deutschland also covers the capability to react to unforeseeable events and incidents during the rally. An Environmental Emergency Car will be on standby to intervene in the event of a rally car crash posing a threat to the environ-

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ment The vehicle will be manned by qualified personnel and equipped with the appropriate materials to absorb oil, brake fluid or coolant leaks. It will also be equipped to recover and dispose of contaminated soil.

### **Water and soil protection at the Service Park**

Environmental protection is a priority at the Trier Service Park as well. To be allowed the use of the Trier fair grounds next to the Mosel river, the ADAC Rallye Deutschland Rules and Regulations make specific provisions concerning water and soil protection, for instance that all liquid containers must be clearly marked and that impermeable sheets must be spread underneath whenever work is executed on a car. The Rules and Regulations also require the exclusive use of a designated and safe car wash area or the correct disposal of critical substances such as used motor oil or brake fluid.

### **Eco tips for spectators at the ADAC Rallye Deutschland**

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. Below is a listing of the most important how-to tips for the ADAC Rallye Deutschland:

#### **Follow the spectator guidance system.**

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

#### **Use the free Michelin shuttle bus service from the Trier Service Park.**

The buses will operate Friday through Sunday (22 to 24 August 2014) between the Trier Service Park and select Special Stages. Starting in early August, you can check the shuttle bus schedule at [www.adac.de/rallye-deutschland](http://www.adac.de/rallye-deutschland).

#### **Use the free shuttle bus service at the Baumholder military range.**

A shuttle service will operate between the P1, P2 and P3 car parks and the "Turm" (tower) spectator point at the Arena Panzerplatte on Saturday, 24 August 2013, from 8:00 to 20:30 hours.

#### **Stay on the designated 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 camp sites.**

Those who wish to camp will find numerous designated sites throughout the area. No camping/caravanning or 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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### **The official 2014 ADAC Rallye Deutschland magazine is now available**

To put your anticipation of the German rally spectacular into overdrive, the official magazine of the 2014 ADAC Rallye Deutschland is out. On 100 pages full of action it brings to life the German WRC rally. Everything you want to know about the drivers, teams, itinerary, spectator point and WRC-Rules and Regulations. Detailed maps, exciting background stories, exclusive interviews and many fascinating rally topics round off this indispensable companion for fans at the event and at home. The magazine is now available for €5 at [www.adac-rallye-deutschland.de](http://www.adac-rallye-deutschland.de) and [www.adrenalin-verlag.com](http://www.adrenalin-verlag.com). During the event, it will be available at the on-site ticket offices, info points and Special Stages of the ADAC Rallye Deutschland (21 to 24 August 2014).

### **Get your vouchers and passes now!**

The pre-sale for the 2014 ADAC Rallye Deutschland is in full swing. Rally passes are now available for €69\* (€64 for ADAC members) under "Tickets" at [www.adac.de/rallye-deutschland](http://www.adac.de/rallye-deutschland). Along with the pass, you can pre-order the official rally magazine at an extra €5.

### **Rallye passes in detail:**

In 2014, the rally pass will once again be the flat rate ticket to four action-packed days at the ADAC Rallye Deutschland. It provides access to all spectator areas along the Special Stages, to the Shakedown and to the Service Park. There, rally fans are right in the middle of it all, watching the teams at work and admiring the rally drivers.

### **The pass includes:**

- 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
- An ADAC Rallye Deutschland pass lanyard
- An ADAC Rallye Deutschland sticker

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