

## Presse-Information

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23 August, 2014 – Nr. 22 – ADAC Rallye Deutschland (21 - 24 August, 2014)

### Rally radar from the German WRC round

- Panzerplatte again the highlight of the ADAC Rallye Deutschland
- Fans and VIPs at the ADAC Rallye Deutschland
- Rally legenden thrill the crowds

#### VIPs meet at ADAC Rallye Deutschland

München/Trier. 23 August, 2014 – This year's ADAC Rallye Deutschland again was a meeting point for stars and VIPs. Rock legend Peter Maffay, windsurfing world champion Philip Köster and actor Axel Stein visited the 'Arena Panzerplatte' and were impressed by the atmosphere and the flair.

Next to the spectacular rally action, fans also enjoyed watching rally heroes from the past. Jacky Ickx, Stig Blomqvist, Hannu Mikkola, Michèle Mouton, Ari Vatanen, Juha Kankkunen, Per Eklund, Timo Salonen, Armin Schwarz, Harald Demuth, Kalle Grundel, Dieter Depping and Klaus Fritzingler all took the opportunity to get close to the fans during a rolling autograph session. They provided a real highlight for the fans as they had brought their original rally cars, such as, for instance, the Audi S1.

Numerous concern leaders from car manufacturers Volkswagen and Opel also visited the Panzerplatte. Among those present were Dr. Heinz-Jakob Neußer (board member development, Volkswagen), Wolfgang Dürheimer (General Representative of the Volkswagen Group responsible for motorsport, Chairman and Chief Executive Officer of Bentley Motors and President of Bugatti). Opel board members Tina Müller (board member marketing), Michael Lohscheller (board member finance) and Johan Willems (board member communication) watched the ADAC Opel Rallye Cup and the ADAC Opel Rallye Junior Team with particular interest.

#### WRC Promotor Business Talk

Forty selected media and business guests were invited to the Panzerplatte by the WRC promoter. They not only watched the spectacular rally action, but also attended a Motorsport Business Talk during which ADAC sports president, Hermann Tomczyk, was interviewed by former RTL boss Hans Mahr.

#### Reception in the town hall

On the evening before, the City of Trier and the ADAC had invited highly-ranking FIA and city representatives for a dinner in the presence of all ADAC heads of sports. Traditionally, wine from the region was served to accompany the dinner.

#### Great crowd for the start at the Porta Nigra in Trier

Countless fans stayed until well into the night to attend the traditional show start in front of the historic Porta Nigra in Trier on Thursday evening. During the drivers' presentation, the Porta Nigra, featuring on the UNESCO world heritage list for roman monuments since 1986, was spectacularly illuminated for the first time and thus again served as a unique backdrop for the ADAC Rallye Deutschland.

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