

## Press release

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28.07.2015 – No. 10 – ADAC Rallye Deutschland (20 to 23 August 2015)

### **Strong partners - the key to success of the ADAC Rallye Deutschland**

- Extraordinary commitment at the German FIA WRC rally
- Attractive support events and numerous fan specials

Munich/Trier, 28. July 2015 – The ADAC Rallye Deutschland is one of the biggest and most popular motor sport events in Germany. That the German event of the FIA World Rally Championship is a highlight of international reputation is not merely the merit of world champion Sébastien Ogier, 2014's champion Thierry Neuville and other world champion stars and their spectacular performances. In addition to some 3,000 volunteer helpers, official event partners and sponsors play a key role in making the ADAC Rallye Deutschland such a success. In 2015, ADAC can rely again on the broad support of committed partners.

#### **Red Bull**

Action outside the Special Stages – that's what the Red Bull athletes and their performances stand for within the support programme of the ADAC Rallye Deutschland. This year, for example, Jorge "Viki" Gómez, one of the world's best BMX pros will stun the fans. The 34-year-old Spaniard will show his tricks before the Show Start (Thursday, 20 August 2015) at the Hauptmarkt in Trier and at the Porta Nigra gate. The Austrian beverage company will be present with a Red Bull Energy Station in the Service Park Trier, a huge fun area of approx. 100m<sup>2</sup> including driving simulators, drinks, sweepstakes and chill-out zones. Red Bull has been ADAC Rallye Deutschland's main partner since 2003.

#### **Volkswagen**

The Volkswagen Motorsport world champion team aims to celebrate its first ADAC Rallye Deutschland victory in 2015 – it is a "home" rally after all. The largest German automobile manufacturer's commitment extends much further than competing in the event. As in the two preceding years, Volkswagen will show its colour especially on the famous Arena Panzerplatte (22 August): the car maker and ADAC will set up a full-fledged TV studio again – with celebrity guests, live cameras and a live feed onto a giant video screen. The fans may look forward to plenty of action, since there will be as many as five Special Stages on the Panzerplatte this year. Moreover, Volkswagen will have their own Rally the World stand for fans opposite the service area of the WRC team at the Service Park Trier.

#### **Opel/Vauxhall**

Opel/Vauxhall are another long-standing ADAC partner in rally sport. The traditional automobile manufacturer has continuously intensified their commitment in rally events with a focus on young talent sponsorship. Their platform for this is the ADAC OPEL Rallye Cup, which will again feature at the 2015 ADAC Rallye Deutschland. Representing the ADAC Opel Rallye Junior Team, Marijan Griebel and Emil Bergkvist are another step further up, having been rather successful at international level at this year's FIA Junior ERC. Bergkvist has just won the Junior European Rally Championship title. The 2015 ADAC Rallye Deutschland will host a promotional stand for the Opel fan community at the Service Park Trier and the "Kleine Platte" spectator area at the Baumholder military range will again turn into an Opel fan zone.

#### **ŠKODA**

In 2015, ŠKODA will support the ADAC Rallye Deutschland as an official partner for the first time. At international level, the Czech automobile manufacturer's rally commitment focuses on the WRC2 events of the FIA World Rally Championship. Visitors will get to see the new ŠKODA Fabia R5. One of the drivers at the ADAC Rallye Deutschland is ADAC sport foundation grantee Fabian Kreim whose 2015 success is based on the German rally championship (DRM). The central point of contact for ŠKODA fans is the ŠKODA Village at the Service Park Trier.

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### Eibach

For decades, Eibach has been the leading partner in many areas of powerful international motor sport. Rally sport is a valuable testing ground for this manufacturer of high-end damping and suspension systems. At this year's edition of the ADAC Rallye Deutschland, Eibach will present the official starter list. The supplier will also be represented with a promotional stand at the Service Park Trier as well as the Panzerplatte area.

### City of Trier

Our partnership with the city of Trier is essential for the success of the ADAC Rallye Deutschland. In 2015, the city is host to the German FIA World Rally Championship (WRC) rally for the thirteenth time. In addition to the Show Start and the podium ceremony against the historic backdrop of the Porta Nigra gate, the Service Park located on the Trier fairground is another well-established feature of the ADAC Rallye Deutschland within the city. As the event's organiser, ADAC closely cooperates with the different municipal bodies, authorities and decision-makers as regards planning, approval and implementation. In terms of economy and image, both the city and region have profited considerably from the ADAC Rallye Deutschland as a major event of international reputation.

### RPR1. Rallye-Radio

RPR1. Rallye-Radio will be on air again this year and extensively cover the German event of the FIA WRC rally. The Eifel-Saar-Mosel regional frequencies (Trier: 102.9 FM; Mosel: 100.1 FM; Luxembourg/Saarland: 102.6 FM) will broadcast up-to-the-minute rally information for the fans. RPR1. traffic service will update visitors on any congestion and/or traffic obstruction on the roads to or from the rally.

### Get your pre-sales rally pass now!

The pre-sale for the 2015 ADAC Rallye Deutschland is in full swing. Rally passes/vouchers are available for €69.00 (€64.00 for ADAC members) at <http://shop.rallye-deutschland.de>. Along with the pass, you can pre-order the official rally magazine at an extra €5. If you order your rally pass in advance, you will be given exclusive and free access for one month to the WRC+ web and app platform.

### The rally pass at a glance

The rally pass is the universal fan ticket to the entire four-day event of the ADAC Rallye Deutschland. It provides access to the Shakedown and to all spectator areas along the Special Stages. The pass also includes admission to the Service Park. It offers numerous attractions to the fans. And it is the hub of the event, its beating heart. Here, the fans can watch the mechanics at work, admire the WRC stars along with their rally cars and obtain their autographs.

### 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

### 2015 ADAC Rallye Deutschland information

The ADAC Rallye Deutschland has a unique world-wide reputation. Its mix of hairpin stages in the Mosel vineyards, tough tracks on the Baumholder tank range and fast asphalt roads presents extreme challenges for both teams and drivers. This mix requires excellent driving skills and versatility. 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

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after year, this major event draws enthusiastic crowds from all over Europe, giving it a special, international atmosphere.

### **The ADAC Rally Hub: Up-to-date information at your fingertips!**

The ADAC Rally Hub is the official on-line communication tool of the ADAC Rallye Deutschland, reporting live from the German FIA WRC event around the clock. At [www.rallyehub.de](http://www.rallyehub.de), fans will find almost any information from the social media channels, Twitter, Facebook, Instagram and Youtube on one central page. In addition to current news from the WRC and ADAC Rallye Deutschland, comprehensive coverage of the ADAC Rallye Masters and the Deutsche Rallye Meisterschaft DRM is the core element of the new ADAC Rallye Hub.

### **Now available: the official magazine of the 2015 ADAC Rallye Deutschland**

Exciting, informative, indispensable – the official magazine of the ADAC Rallye Deutschland is out now! 84 pages of fascinating reading all about the German FIA WRC event. As a companion for fans at the event and at home, it covers everything you want to know about the drivers, teams, itinerary, spectator points and WRC Rules and Regulations. Detailed maps, exciting background stories, exclusive interviews, an attractive sweepstake and many fascinating rally topics round off the rally magazine. The magazine is available for €5 at [www.adac.de/rallye-deutschland](http://www.adac.de/rallye-deutschland) 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 (20 to 23 August 2015).

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