

## Press release

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6 August 2015 – no. 13 – ADAC Rallye Deutschland (20 to 23 August 2015)

### **Sought-after souvenirs and merchandising products sold at the official ADAC Rallye Deutschland fan shops**

- Comprehensive product selection at the German event in the 2015 FIA WRC
- Numerous points of sales at the event's hotspots
- Selection of ADAC Rallye Deutschland merchandise available in the web shop

Munich/Trier, 6 August 2015 – The ADAC Rallye Deutschland is one of the season's highlights, not only for World Champion Sébastien Ogier, 2014 winner Thierry Neuville and the other WRC stars, but also for the numerous international rally fans. To enable them to demonstrate their passion, ADAC offers a wide range of merchandising products related to the German event of the FIA WRC again this year.

During the ADAC Rallye Deutschland (20 to 23 August 2015), the spacious ADAC fan shop at the Trier Service Park will be the place to go for visitors in search of merchandise. From day one through four of the rally event, the fan shop will sell a vast selection of official products, ranging from trendy shirts, caps and jackets to wristbands and keyrings to coveted collectors' items such as the official ADAC Rallye Deutschland pin. At the Service Park, the fans will also find products featuring their favourite rally drivers or teams at the manufacturers' many promo stands.

The ADAC fan shop on wheels will be available in selected hotspots: at the Konz Shakedown on 20 August, at the Show Start at the Porta Nigra gate in Trier on 21 August, at the spectacular Panzerplatte stages in the Baumholder military range on 22 August as well as at the Dhronal Power Stage and the concluding podium ceremony at the Porta Nigra in Trier on 23 August.

The official ADAC Rallye Deutschland web shop is a good alternative for those fans who cannot wait for the start of the rally event. A selection of merchandising products is already available online. The web shop is open for business 24/7 at [www.rallye-deutschland-shop.com](http://www.rallye-deutschland-shop.com).

#### **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

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

### The ADAC Rallye Hub: up-to-date information at your fingertips!

The ADAC Rallye 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 2015 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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