

PRESS INFORMATION



ADAC Rallye Deutschland (23 to 26 August 2012)

26 June 2012

**Preparations for ADAC Rallye Deutschland moving into high gear
Attractive new highlights boost demand: advance ticket sales far outstrip last year's**

Munich/Trier, 26 June 2012 – “Things could not be better”, is the positive preliminary résumé given by Armin Kohl, the Clerk of the Course of the ADAC Rallye Deutschland, ten weeks ahead of the event. Preparations for the German rally on the FIA Rally World Championship (WRC) have moved into high gear. Advance ticket sales for the anniversary edition of the ADAC Rallye Deutschland (23 to 26 August 2012) have been a great success indeed. Actually, there are two anniversaries to celebrate this year: 30 years ago the first Rallye Deutschland took place, and 10 years ago it was added to the WRC calendar.

“We have currently surpassed last year's figures”, continues Kohl. Last year, the German WRC rally event attracted some 200,000 spectators to the “Vierländereck” where the four countries of Germany, France, Luxemburg and Belgium meet, making it one of the top-drawing sports events in Germany. Kohl attributes the rising demand for tickets to the plethora of new highlights making the event even more attractive for teams and spectators alike. “The new special stages present completely new challenges to the participating drivers and fans get their money's worth at even more spectacular spectator points“, says Kohl.

Naturally, this multitude of new highlights also means more organisational and preparatory work. Armin Kohl explains: “For instance, we had to completely revise the Roadbook and the DVD of the itinerary. But we are right on schedule here as well, so that we will shortly be able to mail this important tool to the teams. We have also obtained all the required official approvals, giving us utmost planning safety. So, we're now entering the fine-tuning stage.”

This year, the ADAC Rallye Deutschland will consist of 15 really exciting special stages. Kohl gives top marks to the Rallye as a sports event: “At 24.5km on average, the special stages are very long. They require the teams' absolute concentration, especially because of the extremely demanding itinerary with its many turns and different surfaces.”

Distances and schedules have also been tailored to the needs of both teams and spectators. “Our aim is to allow the vehicles to return to the Service Park in Trier at the end of each rally day. The benefits for fans, guests and partners of the teams are: short distances and optimal conditions for peak sporting performance. A modern concept that will make the ADAC Rallye Deutschland an even higher-ranking sports event”, reasons Armin Kohl.

Tickets for the ADAC Rallye Deutschland, featuring all the rally superstars such as Sebastien Loeb, Petter Solberg or Mikko Hirvonen, are available at: www.adac-rallye-deutschland.de and www.adac.de/motorsport.

Further information:

ADAC Rallye Deutschland – media contact

c/o Peter Linke, die agentour GmbH, Phone: +49 (0) 89-530 997-0

Fax +49 (0) 89-530 99 7-99, media@adac-rallye-deutschland.de**Media contact:**die agentour GmbH • Rückertstraße 4 • D-80336 München • Tel. +49-89-530 99 70 • Fax +49-89-530 997 99 • media@adac-rallye-deutschland.deADAC e.V. • Kay-Oliver Langendorff • Head of Motorsport Communications • Hansastraße 19 • D-80686 München • Tel. +49-89-76 76 96 36 • Fax +49-89-76 76 28 01 • kay.langendorff@adac.de