

ADAC Rallye Deutschland (22 to 25 August 2013)

7 December 2012

**ADAC Rallye Deutschland Launch in Cologne**

Driver presentation for the WRC stars at the Cologne cathedral to mark the beginning of the German WRC event

Munich/Cologne/Trier, 7 December 2012 – The 2013 German WRC will come to Cologne: The start of the 2013 ADAC Rallye Deutschland will take place in Cologne for the first time. This major international event is scheduled to begin with a presentation of the World Rally Championship (WRC) drivers and their high-tech WRC cars at Roncalliplatz, with the historic Cologne cathedral as a time-honoured backdrop – a date not to miss not only for rally fans.

On 22 August 2013, record world champion Sébastien Loeb and his competitors will meet the public in the Domplatte square in front of the cathedral. After the driver presentation, the circus will depart for the Eifel region where the start into the first actual Special Stage will take place near Blankenheim. On their way to Trier, the rally drivers will face yet another new challenge near Sauertal: The second Special Stage will be a night stage, offering the fans a unique spectacle in the dark. From there, the rally convoy will move to the greater Trier area, where the ADAC Rallye Deutschland will end as usual, this time on 25 August 2013.

Said Hermann Tomczyk, ADAC Vice-President Sport: “We are very pleased that the ADAC Rallye Deutschland will depart from Cologne for the first time. By having the launch in a major city, we hope to attract the broadest possible audience and kindle their enthusiasm for rally racing. Since Cologne is also a city of the media, it is ideally suited to proactively attract the attention of rally fans world-wide to the German WRC event. For the nitty-gritty of rally-racing, the ADAC Rallye Deutschland will remain true to the popular Special Stages in the greater Trier Region. This mix will be perfect both for the fans and the rally drivers.”

Jürgen Roters, Lord Mayor of the City of Cologne, commented: “For a sports-loving city like Cologne, the ADAC Rallye Deutschland as a FIA WRC event is a great and welcome addition to the schedule. We are looking forward to an extraordinary sporting event. The citizens of Cologne will bid the international rally-racing elite an enthusiastic welcome. I am quite confident that Cologne will be the perfect stage for launching the ADAC Rallye Deutschland.”

**The 2013 ADAC Rallye Deutschland in a nutshell:**

The 2013 WRC will be fast and furious. From 22 to 25 August, the WRC pros will race in Germany for the eleventh time. The launch in Cologne will be a presentation of the drivers and their cars. As always, the fight for the valuable WRC points will take place in the greater Trier Region. On the challenging Special Stages, making it or breaking it is a matter of strong nerves and seconds.

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**PRESS INFORMATION**

The ADAC Rallye Deutschland is unique. The mix of challenging tight stages in the Mosel vineyards, tough tracks on the Baumholder tank range and fast asphalt stages is actually three rallies in one – or at least a thrilling challenge – for the drivers. The masses of spectators from all over Europe make the special flair of the German WRC rally. And yet, the event will be impeccably fair and sportsman-like even considering environmental aspects. All of the cars starting into the rally will conform to low-emission standards as required in urban Low Emission Zones.

Show Start in the City of Cologne, battles on hot asphalt in the greater Trier region, spectacular drifts in Mosel vineyards and WRC cars flying over legendary jumps – the German WRC event promises lots of action and thrills. In 2013, the organisers are expecting in excess of 200,000 fans who will not pass up a motor sport spectacular of this magnitude.

**Further information:**

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