

Press release

3 June 2013 – no. 4 – ADAC Rallye Deutschland (22 to 25 August 2013)

2013 ADAC Rallye Deutschland Again “Powered by Red Bull”.

- The German automobile club and the beverage company have successfully partnered in motor sport for eleven years

Munich/Trier, 3 June 2013 – When Red Bull decides to promote an event the spectators are in for maximum action. The ADAC Rallye Deutschland is one such event. The Austrian-based beverage company and Allgemeiner Deutscher Automobil-Club e.V. have been successful partners in organising the German WRC event since 2003. Together, Red Bull and ADAC will make the 2013 German stint of the international elite of rally-racing another highlight on the international motor sport calendar.

The Red Bull commitment is aimed at activating rally fans and racing enthusiasts. The company is preparing a creative marketing campaign, including attractive pre-event sweepstakes as well as a strong presence at the event itself with stands and promotions. This year, the partnership between Red Bull and ADAC is momentous in a special way, since the beverage company has been the promoter of the whole World Rally Championship (WRC) series since the start of the new season.

“Red Bull and ADAC are joined in a long-standing, trusting and successful business relationship. We both share a passion for motor sport and performance. So yes, we are glad that Red Bull is now also the new promoter of the WRC. For the Rally World Championship this is a clear win-win. As far as our own event, the ADAC Rallye Deutschland, is concerned I am confident that it will continue to grow thanks to our good partnership with Red Bull”, said ADAC Vice President Sport Hermann Tomczyk.

This year, the ADAC Rallye Deutschland will take place from 22 to 25 August. For the first time, the event will start in the centre of the historic city of Cologne and then take the WRC crews to the greater Trier area. Well over 200,000 fans are expected in the region around Trier to watch the WRC stars like Sébastien Ogier, Mikko Hirvonen or the German newcomer Sepp Wiegand perform their action-loaded driving and power-drifting.

Tickets to the ADAC Rallye Deutschland:

The German “flat rate” for rally fans: five days of unadulterated rallying, including access to each and every spectator area at the Shakedown and every Special Stage. The passes also grant access to the Service Park, where the fans can watch the mechanics at work and meet the rally drivers. They also include a spectator map covering all essential information and showing the best viewing spots, a pass lanyard and an ADAC Rallye Deutschland decal. The passes are available for €69.00 (€64.00 for ADAC members) + shipping and handling through the Ticket Shop at www.adac-rallye-deutschland.de. Or call the ticket hotline at +49 (0) 261-13 03 66.

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