

Press release

14 June 2013 – no. 5 – ADAC Rallye Deutschland (22 to 25 August 2013)

ADAC Rallye Deutschland Vintage Harvest

- Vineyard patrons for a year

Munich/Trier, 14 June 2013 – Riesling for the rally! Noble wine is something for the organisers to look forward to this year. As in the years before, the 2013 German WRC rally event will take place in the Mosel region, which is one of Germany's oldest wine-growing regions. The vintners from Neumagen-Dhron, a town on the Rallye Deutschland itinerary, will present the event organisers with five hundred bottles of Riesling. This special reserve wine is the by-product of a wine promotion prize the town awarded to the ADAC Rallye Deutschland in 2011. For one year, the world's second-largest automobile club had assumed patronage of the slope called "Neumagener Rosengärtchen" owned by the Christoph Schneider-Kranz estate.

The jury motivated its award by stating that the ADAC Rallye Deutschland had been held since 2002 and had contributed greatly to publicising the Mosel wine region. The ADAC patronage included actively helping to work the vineyard.

This was a task Hermann Tomczyk assumed personally: In March 2012, the ADAC Vice President Sport and Armin Kohl, the veteran Clerk of the Course for the ADAC Rallye Deutschland together with other representatives from ADAC Central Rhine stood to the 2011 pledge and lent a hand in the vineyard helping to produce the wine.

"It is a privilege for us to be part of a long tradition of wine-making in the Mosel valley. Since 2002, we have been welcome in the greater Trier area. Every year, the event attracts some 200,000 spectators to the region and TV footage from this unique landscape can be viewed around the globe. We are proud to contribute our share to putting the region on the world map", said ADAC Vice President Sport Hermann Tomczyk.

In April 2013, the ADAC award-winner's wine, a Riesling "Spätlese" or late vintage special reserve from old vines was bottled. The bottles are labelled with a special ADAC design. The wine will be used for the benefit of the ADAC motor sport sponsorship programme and for official occasions.

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. Call the ticket hotline at: +49 (0)261-13 03 66.

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