

## Press release

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14 August 2013 – no. 16 – ADAC Rallye Deutschland (22 to 25 August 2013)

### **Ideal Spectator Arrangements at the ADAC Rallye Deutschland**

- The German WRC event has a unique service concept for its fans

Munich/Trier, 14 August 2013 – The ADAC Rallye Deutschland again relies on a comprehensive service concept for its fans.

To provide optimum arrangements for the spectators at the drivers' presentation at the Cologne cathedral, the 16 Special Stages, the Trier Service Park and the podium ceremony of the 11th edition of the German WRC event at the Trier Porta Nigra gate, the organisers set up some 60 spectator areas this year, offering an ideal view of the rally drivers and their cars in action. To bring everybody to the chosen spectator point without delays or detours, ADAC developed a spectator guidance system giving directions from the motorways and all the way to the respective spectator areas. This year, for instance, this includes 35 information panels set up on the motorways in the region.

In addition to the spectator guidance system, the ADAC Rallye Deutschland relies on the support of over 30 ADAC local clubs and numerous other local clubs, associations and groups. They have been assigned duties as marshals in car parks, vendors of tickets, rally magazines or food and drink and other organisational duties. This reinforces the ADAC Rallye Deutschland's sustainable ties in the region. At least one car park has been assigned to every single spectator area. 100% of the parking fees (€1.00 per car) go to the local towns, likewise any proceeds from public catering.

In the spectator areas, the visitors have the use of some 200 portable toilets. Reserved spectator space and barrier-free access will be provided for persons in wheelchairs (the escorts of handicapped persons will not have to pay for their own tickets). To keep the fans up-to-date, public announcement systems will be installed in the twelve most important spectator areas. During the rally, seven announcers will comment the action in four languages.

Individual and competent information and directions can be found at eleven info points throughout the rally region serving as central contact points and posted in the spectator guidance system. In addition, the fans can find the exact locations and operating hours in the "Spectators" tab on [www.adac-rallye-deutschland.de](http://www.adac-rallye-deutschland.de). There, the rally attendants can also find information on 20 camp sites around the itinerary as well as the contact information of twelve regional tourist bureaus where those interested can have accommodation reservations made.

Also on the website, the fans can download detailed rally itinerary maps. Useful information for those who wish to use their satellite navigation devices to find parking and spectator areas can be found at "Spectators/Parking" on the same site. All car parks and access routes to the ADAC Rallye Deutschland are listed there with their exact GPS coordinates, since most of the facilities are temporary and cannot be located by entering an address.

The ADAC Rallye Deutschland's spectator management has always been part of a larger environmental protection plan. The planners were assisted by environmental experts, taking care that the spectator facilities and spectator flows at this major event are optimally eco-friendly. This includes protective furniture such as wooden bridges or stairs in sensitive locations such as ditches or road embankments which would otherwise be trampled over by the spectators.

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### The official magazine of the 2013 ADAC Rallye Deutschland:

100 pages full of action bringing to life the German WRC rally – only in the official ADAC Rallye Deutschland magazine. Read it and you are in the know! It gives you all about the drivers, the teams, the itineraries, the spectator hot spots, and the WRC Rules and Regulations. Detailed maps, exciting background stories, exclusive interviews and many fascinating rally topics round off this indispensable companion for fans at the event and at home. The official magazine of the ADAC Rallye Deutschland is now available for €5.00 at well-stocked newsagents or at [www.adac.de/motorsport](http://www.adac.de/motorsport), [www.adac-rallye-deutschland.de](http://www.adac-rallye-deutschland.de), and [www.adrenalin-verlag.com](http://www.adrenalin-verlag.com).

### 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](http://www.adac-rallye-deutschland.de). Call the ticket hotline at: ++49 (0)261-13 03 66. Tickets for one Special Stage or the other only are available starting at €15.00.

### Rallye Guide 2

Find detailed information on the 2013 ADAC Rallye Deutschland in the Rallye Guide 2 in the “Competitors” section at [www.adac-rallye-deutschland.de](http://www.adac-rallye-deutschland.de)

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