

## Press release

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20 August 2013 – no. 19 – ADAC Rallye Deutschland (22 to 25 August 2013)

### ADAC Rallye Deutschland – Always a Challenge for the Organisers

- Facts & figures about the preparations for the German WRC event
- 460,000 metres of cordoning tape
- 3,000 volunteer helpers
- 500 kilometres of cordoning and fencing
- 450 journalists from all over the world

Munich/Trier, 20 August 2013 – The preparations for the ADAC Rallye Deutschland are running fully on schedule and the German WRC rally is ready to go. For the first time ever, the ADAC Rallye Deutschland starts with a drivers' presentation near the Cologne cathedral (Thursday, 22 August 2013, 16:00 hours). Before WRC Stars such as Sébastien Ogier and Mikko Hirvonen and the German WRC newcomer Sepp Wiegand can start into the 11th edition of the German WRC rally right after the presentation, quite an impressive workload had to be tackled. Actually, preparations started right after the closing of the 2012 ADAC Rallye Deutschland 2012 – strictly to the motto: after the rally is before the rally.

The amount of planning for this year's rally was escalated due to the drivers' presentation near the Cologne cathedral and the integration of two whole new Special Stages. It all began with numerous consultations with the local authorities from the area hosting the rally. The consultations yielded a 170 page official permit application illustrated with 25 location maps for the 2013 ADAC Rallye Deutschland.

As every year, the more than 60 local mayors and council presidents from the region offered their support for the 2013 ADAC Rallye Deutschland. For many years, the ADAC Rallye Deutschland has been welcome in the greater Trier region. The roughly 200,000 spectators it attracts are a welcome addition to the business of the regional trade and hospitality industries. And the international media coverage the rally receives makes it a prime publicity platform for the region.

In the days leading up to the rally, the permanent rally office at Birkenfeld is coordinating the final preparations. A permanent staff of four is busy sending the rally documentation to the 117 teams: some 600 Road Books, 600 Spectator Kits, 400 sectional maps, 350 car decals, 400 rally schedules and 140 new DVDs with footage of the itinerary must get to their addressees in time.

Also ready to go are the volunteer members of the installation and removal team. Some 3,000 volunteers from the ADAC local clubs are involved in setting up and removing 16 Special Stages covering a total length of over 370 kilometres this year. The materials needed come from the ADAC central storage facility at Reichenbach. Here, 460,000 metres of cordoning tape, 45,000 metres of plastic fencing, 12,500 metres of metal fencing and 4,000 metres of ADAC logo cordoning tape as well as some 7,700 notice and guidance signs for spectator management are ready to be packed at a moment's notice into some 105 crates and loaded onto 70 vehicles to be taken to their eventual locations.

The drivers' presentation near the Cologne cathedral is no less of a feat of logistics. On Roncalli-platz, a ceremonial car podium (ramp) and a TV and photo scaffolding will be erected at very short notice. Over 1,000 metres of cordoning and fencing as well as 35 mobile toilets – some of them with barrier-free access for wheelchair users – will be installed. Also a 5 x 3 metre video wall for live viewing weighing 3.4 tonnes and the necessary wiring needs to be set up. 30 ADAC Marshals and a security force of 50 will be deployed to the drivers' presentation.

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Setting up the Special Stages includes the preparation of 60 spectator areas each with at least one car park. In 12 spectator areas along the rally itinerary, public announcement systems will be in place to keep the fans updated. To make this year's rally even more attractive to the public, a small temporary TV studio will be set up at the notorious Arena Panzerplatte Special Stage in cooperation with Volkswagen Motorsport. Fans will be kept up-to-date on the results at this Special Stage, the intermediate times and the overall standings. Also, live reports, interviews and background info will be shown on an 80 square metre video wall.

The TV production for the 2013 ADAC Rallye Deutschland involves a TV crew of 45. During the rally, eight camera teams will produce five Highlight Magazines (4 of 30 minutes and 1 of 60 minutes) which will air internationally on some 50 TV stations. A TV helicopter with 12 inboard cameras is scheduled to be in the air for six hours on each of the rally days. Five motorcycle couriers will run between the TV compound at the Service Park and the Special Stages to keep the six state-of-the-art video editing workstations supplied with footage.

In the last stages of the preparations, the ADAC organising team will move from Birkenfeld to Trier. They will set up the rally headquarters at the Park Plaza Hotel, which will be the control centre for any and all activities during the rally week. At the heart of the Service Park (Messepark Trier), they will also set up the media centre. From here, 450 accredited journalists will cover the rally for the world.

### The official 2013 ADAC Rallye Deutschland magazine

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).

### Get your tickets while you can

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 through the hotline at: ++49 (0)261-13 03 66. Tickets for one Special Stage only are available starting at €15.00.

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