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2025 CER remains a pioneer in sustainable rallying in the heart of Europe

- **Central European Rally has consistently expanded its sustainability measures since 2023**
- **Studies show the WRC rally adds great value in the region**
- **Inclusion of disabled persons is integral to all organisational areas**

Munich. The Central European Rally has added new elements to its continuous drive for sustainable motorsport in 2025. In doing so, this unique round of the FIA World Rally Championship, which features stages in the three central European countries of Germany, Austria and the Czech Republic (16th to 19th October), is also taking on a pioneering role on an international scale – a role that perfectly suits the goals of the WRC: the CER is prompting the organisers of the other 12 WRC rallies to up their efforts to protect the environment and climate, with the Rally1 cars, which are run on 100-percent fossil-free fuel, forming an important building block on the road to CO2-neutral motorsport. Ever since the Central European Rally made its debut in 2023, the all-electric ADAC Opel Electric Rally Cup has logically featured on the support programme for the event. Under the motto “Motorsport: Innovations for a better future”, many measures have been implemented to make every area of the event more sustainable. Information on sustainability and – of course – tickets for anyone wanting to be there live to watch the thrilling battle between the stars of the world championship can be found on the official CER homepage at centraleuropeanrally.eu.

Car sharing reduces burden on traffic

This year, the organisers are once again working hard to offer visitors a great rally experience, whilst at the same time reducing individual transport, thus lowering emissions and taking care of residents by keeping the burden on traffic to a minimum. With this in mind, they are calling on all fans and visitors to share lifts. Furthermore, the amount of traffic around the spa town of Bad Griesbach will also be effectively reduced by the introduction of a shuttle bus system: from 13:30 on Thursday (16th October), shuttles will run every half an hour from the Karpfham festival ground to the thermal baths (Therme) – where a large fan programme awaits them – and spectator points on the opening stage. During the rally, a compact overview of important regulations and requests – including, for example, what to do with waste and measures targeted at reducing the environmental impact and emissions – will be published at many locations around the route, as well as in the event’s information media, such as on the homepage and the event app. Plus, specially trained eco marshals will be on hand at all spectator points to provide advice and information on how to behave in an environmentally-



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friendly manner. They not only act as advisers to visitors, but also have an important role to play in environmental reporting. Sustainability experts will also be active at the rally with regard to competitors and the organisational team. For example, an optimised waste concept will be implemented in the Service Park and among the teams, excess food from the catering areas will be donated, and the vehicles used to assemble the Service Park (such as forklift trucks) run exclusively on HVO fuel as a sustainable energy source. Furthermore, the cooperation with regional partners and associations remains an integral part of the concept: catering comes from the local regions and is preferably produced ecologically.

Central European Rally recognises its social responsibility

The CER is firmly rooted in the guest nations of Germany, Austria and the Czech Republic. The overarching goal for all organisers is thus to achieve a high degree of economic value creation, whilst at the same time keeping the burden on people and nature to a minimum. An economic study commissioned by the WRC promoter has confirmed that this desire is not just a claim, but a living reality. It recognised that the Central European Rally had the greatest overall effect of all the WRC rallies researched in 2024 – with an economic effect amounting to € 49.2 million and a tax revenue of € 4.1 million. The ongoing work of the organisers is also supported economically. For example, the results of an economic project carried out by students at the Technical University in Deggendorf are incorporated in the further development of rally events. The “Events x Tourism” project produced concepts for combining motorsport, tourism and sustainable regional development, which delivered many starting points for the further development of the event. The first results are being implemented in 2025, including an emotional image film and the strengthening of relationships with commercial enterprises in all three host nations. Under the patronage of the FIA, and together with the Technical University in Deggendorf, a large group of pupils and students from the event region will also be invited to the “FIA Career Shift” this year: contact with organisers, team representatives and WRC officials will remove barriers and bring the participants closer to motorsport as an exciting field of work.

Inclusion an integral component

Another focus of the work carried out by the Central European Rally since its WRC debut is the inclusion of people with disabilities. Right from the outset, a close partnership has been maintained with the Caritas Wolfsteiner Werkstätte in Freyung, which has since given birth to a national project for the ADAC. Among other things, the workshops make the trophies for the rally’s presentation ceremony, as well as using recycled advertising banners to manufacture document pouches, in which documents are issued to the competitors and officials. Visitors to the rally with disabilities benefit from accessible spectator areas and discounted tickets, which also include a companion. In addition, in cooperation with Aktion Knochenmarkspende Bayern (AKB), Leukämiehilfe Passau and MSC Passau, there will again be a campaign to get people to register to donate bone marrow and help fight leukaemia in the Service Park and at a



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spectator point on the “Beyond Borders” special stage in Wegscheid. These measures make it clear for all to see that the CER is not only setting benchmarks from a sporting perspective, but is also raising the bar on socially – in terms of diversity, participation and social responsibility. This is something that Nathalie McGloin, FIA Disability & Accessibility Commission President, is also keen to emphasise: “I welcome the commitment of the Central European Rally to sustainability – from reducing waste and emissions to supporting local communities and creating a safe and inclusive environment for everyone involved. These steps are making a real difference to the future of our sport.”

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