

Media Information

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Digital media enhances rally experience

- Comprehensive and up-to-date information on the homepage of the Central European Rally
- WhatsApp channel delivers all relevant visitor information straight to your phone
- Mobile “Rally Pin” app offers navigation, live timings and visitor information
- Rally TV & regional stations to stream live footage and highlights
- Rally radios with service information, live reports and interviews for those on the move

Munich. Rally fans will be kept fully informed and up to speed with everything going on at the Central European Rally (CER). When it comes to providing all the important facts and news, the organisers are striking out in a new direction. For sustainability reasons, there will not be a printed programme this year. Instead, the fans will be kept bang up to date through a comprehensive digital offering. Information, results and services can be accessed at any time – both by visitors at the rally and motorsport fans at home. One key medium is the “Rally Pin” app – a mobile companion providing extensive navigational and information functions for visitors on site. In order to stay up to speed during the rally and, for example, to receive information on the traffic situation, big fan promotions and sporting news, visitors can use the event’s new WhatsApp channel. In addition, TV and radio stations in all three host countries will report live, provide analysis and offer service information. The central point of contact is the official homepage, which bundles all the content, making it the most important rally companion: centraleuropeanrally.eu.

The CER website offers far more than timetables and results. Visitors will find starter lists, news, maps, directions, and spectator and ticket information here. Photo galleries and video content whet the appetite for the event, making the site interesting for everyone – even those unable to visit the rally in person. The homepage is also the perfect tool, with which to plan a trip to the rally – and also the platform that accompanies the event for all those cheering on from home. Breaking news at first hand will also be available via the new CER WhatsApp channel. It delivers key news on all the latest sporting action, traffic, how busy car parks and fan zones are, and attractive fan activities, straight to people’s mobile phones. To guarantee the information is of the greatest relevance, the channel is connected directly to the Rally headquarters, where all the information from across the entire rally region comes together to be utilised by the route safety specialists, spectator routing experts, police, emergency services, and the rally management.

Rally Pin app – the practical event companion

The Rally Pin app for iOS and Android allows mobile access to all relevant information on the Central European Rally. Most functions are free, ensuring that schedules, starter lists and live results are always to hand. For a one-off activation fee (€ 4.69), the app can also include a navigation function, which also takes into account roads that are blocked off for the rally. This is the best way to get straight to the spectator points. The free version also includes an aerial image for each fan zone, which provides a clear representation of the layout of the route and spectator areas.

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TV and streaming: Watch the rally live

Rally TV, the official streaming service of the FIA World Rally Championship WRC, offers the most comprehensive opportunity to watch the Central European Rally. It shows all the stages live, complemented by highlight shows, analyses and exclusive background stories. Subscription costs € 4.99 per month and is available now. Sky is also broadcasting the WRC action (included in the Sport package). Regional TV partners will also report from the rally: NIEDERBAYERN TV in Germany, LT1 in Austria and Nova Action in the Czech Republic. These stations will pick up coverage of the event with magazine spots and a regional focus, turning the spotlight on the local environment and the atmosphere among spectators.

Radio: Live reports and service information

During the rally itself, radio stations in all three host nations will also be closely involved. "Unser Radio" in Germany, "Life Radio" in Austria, and "Impuls Ráááááadio" in the Czech Republic will provide coverage with live clips, interviews and the latest traffic news. These stations are valuable sources of information for directions to spectator points and anyone staying in the rally regions. As well as sporting highlights, they also provide information on spectator routing, thus complementing the digital information offering.

At a glance:

- **Website:** www.centraleuropeanrally.eu
Schedule, starter list, news, results, galleries, visitor information
- **CER WhatsApp channel**
Latest information, traffic, important spectator information
- **Mobile app:** www.rallypin.com
Navigation, aerial images, live results, offline mode, iOS/Android, € 4.69
- **Streaming:** www.rally.tv and Sky
Live coverage of all WRC rallies, incl. CER, from € 4.99 per month
- **Regional TV**
www.niederbayern.tv (Germany), www.lt1.at (Austria), tv.nova.cz/action (Czech Republic)
- **Rally radio**
www.unserradio.de (Germany), www.liferadio.at (Austria), www.impuls.cz (Czech Republic)

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