

PRESS RELEASE no. 11 Pay by Bitcoin on Barum rally e-shop

The organisers of Barum Czech Rally Zlín, the most well-known and respected car race in the Czech Republic, launched something quite new for this competition on e-shop VisitRally.com. As of this day, all fans of rally can purchase anything that the e-shop offers and pay for it by crypto currency Bitcoin. The transaction is fast with minimal fee and usually by the second day items are send to clients to the given address.

'It's quite usual to send our merchandise like stickers or T-shirts to the US or even Australia,' Barbora Slámová said, who is responsible for logistics and merchandise of Barum Czech Rally Zlín. And what was the motivation behind this step? Because implementation of this kind of payment on a large scale has been only done a few times on the Czech market. Since May of this year, Alza.cz, which is the biggest domestic dealer specializing in electronics, began accepting payments by Bitcoin. Barum Czech Rally Zlín is considered one of the major projects running for almost fifty years with worldwide reputation and with FIA ERC certification. **'I'm following Bitcoin for some time now and it's certainly a currency of the future. We've already begun cooperating with BitconDay.cz and making payment by Bitcoin available seemed like a natural outcome of our cooperation,'** Ing. Jan Regner said, Deputy of the Clerk of the Course and director of a new project called Green Rally.

Provider of the payment gateway BitcoinPay is company BLUE 88 a.s., which is a sole online partner of the rally. **'I'm glad that the management of Barum rally decided to keep up with the times and welcomed Bitcoin in their e-shop,'** Jiří Švirák said, representative of this company and Bitcoin propagator for Zlín. **'Today, more than ever before, those who fail to innovate and move forward can be fatally influenced by the boom of technological novelties and shared economy. There is no need to enlarge on the boom of projects like AirBNB or a 'taxi app' UBER. And the crypto currencies could be even more interesting in couple of years,'** Švirák concluded.

According to available information, this is not last time we will hear about Bitcoin payment on Barum rally, which starts on Friday 25th August by one of the most popular stages in the heart of Zlín.

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