



## PRESS INFORMATION No. 6 Barum rally with new online presentation

The most popular motorsport event in the Czech Republic, Barum Czech Rally Zlín, has every year applied many new features and innovations. This year the Zlín rally organizers focused not only on novelties in the rally itself, but also on reconstruction of the official rally website. The new Barum Czech Rally Zlín online presentation has been launched in the first half of July 2014 and can be accessed on well known address [www.CzechRally.com](http://www.CzechRally.com). Modern responsive webpage contains many features including the connection to several social networks like Facebook or Twitter.

**“Our previous webpage was technically obsolete. It was created almost eight years ago and although it was modern and fresh page in its time, it hasn’t match nowadays standards and requirements in many aspects,”** said Ing. Jan Regner, the Deputy of the CoC Barum Czech Rally Zlín. The creation of the new website and following hosting has been managed by Zlín-based company Avonet, which has been a long-term partner to the Barum Czech Rally Zlín. Beside the modest and practical design there were put special requirements on background functionality in terms of easy operation and service. And finally there was a request for responsive website layout. **“This secures the page can be easily viewed on any device – from PCs over notebooks, netbooks, tablets, mobile phones etc. Every time and on every type of device the page should be shown without any limitations in its functionality and without need of installing any special applications,”** explains Jakub Hofbauer from the BCRZ organization team.

Nowadays the digital world has been strongly influenced by various social networks. And the new BCRZ website reflects that. The active Online feed offers to the visitors on place the latest updates from Facebook, Twitter and Youtube channel. And during the rally there will be also available actual stage timing of ten fastest crews. Thanks to the main contain menu the page has been clearly divided into sections Barum Czech Rally Zlín, Star Rally Historic, Rally naplno!!! and Visit Zlín. The complete content is available in two languages, Czech and English.

But also the newest website would be useless without its content. Continuous spate of updates and information has been a quest for two main administrators Jakub Hofbauer and Petr Linhart. And they promise interesting future. **“Barum Czech Rally Zlín has a huge tradition. Of course, in these days the most important are news and information related to the upcoming edition of the rally, but thanks to the new webpage, the visitors can later look forward to deeply compiled archive with all previous years of Barum rally history,”** said Hofbauer.

**“We hope that people will like the new webpage and will enjoy the new digital way of the Barum Czech Rally Zlín. Once again I’d like to thank to all involved people in the Avonet company who managed to create the webpage in very short time and to fulfill all our specific wishes in once,”** said Ing. Regner.

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