

PRESS RELEASE no. 23 CERTINA chose its ambassadors for Barum rally

CERTINA is a respected Swiss watch manufacturer and is this year's Timekeeper of Barum Czech Rally Zlín. As part of its promotional work, CERTINA has once again chosen its ambassadors for this event, which are Roman Kresta and Petr Starý, multiple time winners of Barum rally. Kresta and Starý are coming back after taking a break from racing but their popularity does not seem to be affected by it.

Roman Kresta and his co-driver Petr Starý were last seen racing in Zlín in 2014 and until this year's mini-programme Rally Bohemia in Mladá Boleslav and Barum rally that was their last competitive rally. Kresta made the best of his absence, he was preparing racing specials for his clients and putting his experience and knowledge into the new team base in Luhačovice. When the base was finally finished, Roman's schedule seemed a bit empty so he decided with newly gained energy to get back behind the wheel. Also the fans, ever hoping to see Kresta racing again, played their part in the comeback of this Czech rally legend. **'I'm honestly looking forward to the rally, which wasn't always the case in last couple of years. I'm glad that we managed to get a first-rate car for Barum rally,'** Roman Kresta said before the start of Barum rally which he won three times. **'I'm also quite keen to see the fans, there were a lot of them on Rally Bohemia, but here their just louder. Barum rally is for me a matter of heart, I grew up here, I know it here and it's our fans' base camp. I hope that everybody enjoys it. Barum rally will be difficult from start until the finish line, you have to vigilant. For example, on Pindula, this year there's a part which I have never driven through despite competing for many years on local roads, so there's something new even for me. Pindula has always been a breaking point in Barum rally and so is Troják, overall, the itinerary does not make it easy. It's going to be tough for the car and our team as well, but I think it's still going to be a beautiful event right to the end.'**

It was the massive popularity that surrounds Roman Kresta that CERTINA took into account when they picked this Czech driver and his co-driver Petr Starý for ambassadors for Barum rally. Moreover, both Kresta and CERTINA represent such long-term values like tradition, reliability and endurance which all make motorsport universe even better.

The Swiss watch brand CERTINA is well-known and established and its history dates back to 1888, it is part of Swatch Group, one of the biggest watch-makers in the world. Over time, CERTINA has found its biggest calling as the sport or lifestyle watch brand. Which is why CERTINA so often partners with many different sport disciplines including motor-sport.

And on this year's Barum Czech Rally Zlín, CERTINA will be highly visible. On the rally's official webpage www.czechrally.com, the countdown to rally is on and the big clocks CERTINA will be at the start and finish ramp in the centre of Zlín. The sport watches

CERTINA will be given to the three fastest crews of Barum Czech Rally Zlín and two more watches will be given to the crew, which makes the longest jump in the spectators' arena. Even fans won't go home empty handed since there'll be some easy contests and quizzes for prizes during the Ceremonial finish on Sunday 27th August 2017 in the centre of Zlín.

Zlín, 23rd August 2017

Jakub HOFBAUER
Press Centre
Barum Czech Rally Zlín