

PRESS RELEASE no. 6 Zubr Brewery partner of Barum rally

Zubr Brewery from Přerov has become the new partner of the 48th Barum Czech Rally Zlín to the delight of the organisers of the most prestigious automobile competition in the Czech Republic. One of the most successful brewing company in the Czech Republic and the legendary European rally event have signed the deal for at least three years.

Zubr Brewery will be seen in Zlín on every step of the way through this rally event. The stands will be located in both Service Parks, near the starting ramp and finish line and on some stages including the highly attracting one the Super SS in the streets of Zlín at night-time. **'We are very happy about our contract with Zubr Brewery. This cooperation is mutually advantageous and we're hoping this brand will help us make future Barum rally events despite the current uneasy situation. In this time it's enormously hard to find new partners for any sport or car events in our country,'** Miloslav Regner said, the Clerk of Barum Czech Rally Zlín.

Zubr Brewery is already associated with various kinds of sport. Apart from sponsoring a tennis club, it is also well known for being the general partner of a hockey club HC Zubr Přerov, which has been playing quite well in the second top hockey league for the past three years. And now it's expanding to the motorsport world. Cultural events are also a part of Zubr Brewery's portfolio. **'Zubr Brewery has a strong tradition since this year we're celebrating the 146th anniversary of setting the cornerstone of our brewing company. All this time we've been brewing the best beer following the traditional recipe and from the products of the highest quality. We won the most awards in the beer competition Pivex, becoming the most decorated brewing company in the Czech Republic, moreover, we were named the brewery of the quarter century. Even though our top priority is our customer's satisfaction, these awards confirm that we do know how to make beer of the highest quality. We're glad to become partners of Barum Zlín, which has wonderful reputation,'** Ing. Tomáš Pluháček said, the director of Zubr Brewery a.s.

And motorsport fans can also be happy about this cooperation. Now, they can participate in various games and win way more than just a beer. The popular rally event takes place the next to last holiday weekend (24 - 26 August 2018). This event brings every year tens of thousands of fans to Zlín, making it one of the most viewed sports events in the Czech Republic.

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Roman ORDELT
Press Relations Officer
Barum Czech Rally Zlín

