

PRESS RELEASE No. 13 Barum rally looks to the future

The organizers of the Barum Czech Rally Zlín are the bearers of a number of novelties in motor sport every year. It will be no different at this year's 50th anniversary, which will also be held with spectators at the end of the holidays (August 27-29, 2021). The competition of fully electric cars will be presented for the first time in the Czech Republic within the German ADAC Opel e-Rally Cup on identical Opel Corsa-e Rally cars. For fans, in addition to the traditional busy starting field of contemporary cars and historical legends within the Star Rally Historic, we hope for an interesting diversification and comparison on the Barum rally stages.

Current trends in the world of automotive in recent years include exploring the possibilities of alternative powers that could replace internal combustion engines in the future. The Zlín rally keeps pace with current trends. The organizers from the AK Barum Zlín have decided to accept an offer from the German ADAC car club and so one competition from the seven-part series will take place in Zlín. **"For many years, we have been offering our services in the production of rally materials to European and world competitions, and one of our customers is the organizer of the WRC ADAC Rallye Deutschland. Due to regular contacts and cooperation, we were offered by the German car club to launch one part of the ADAC Opel e-Rally Cup series in Zlín. The premier national championship for electric cars was created in Germany, and Barum rally accepted this offer,"** said Miloslav Regner, Clerk of the Course Barum Czech Rally Zlín.

Carmakers all over the world are looking for alternative ways, and electric cars are the future of the coming years. Around fifteen Opel Corsa-e Rally electric cars are expected in the Czech Republic. The first ever championship in this category attracted not only Opel but also another important partner. Total has changed its name to TotalEnergies, responding to the evolving energy market and customer needs. Along with this change, TotalEnergies is also gaining a new visual identity which embodies the newly set direction: the course of an energy company that is committed to produce and provide energy that is easily available, more reliable and cleaner. This French brand is strongly committed to creating a network of charging stations in Europe. We can see a strong merger of two strong companies and the composition of the competition teams in this series is the best proof. The opening event was won by the French crew Laurent Pellier, Thierry Salva from the Saintéloc Racing team.

Crews on electric cars will drive their own separate competition as part of the Barum rally on August 27-29 and on a route of total length of 522 km, which includes 12 special stages with 147 competition kilometres. On Friday, they will start at 4:10 pm from the start ramp at Zlín square and from 9 pm they will present themselves on the Zlín city circuit stage. Over the weekend, they will complete a portion of another 11 stages and the first electric cars will reach the finish ramp in front of the Zlín town hall

on Sunday at 4:30 pm. "We will place the facilities, including the service zone, in the premises of the Cream company in the former Baťa's factory area. Two special Rescue vehicles will come to us from Germany, and their staff will be trained to deal with accidents. The electric cars will drive behind the starting field of the European and national part of the Barum rally and in front of the Star Rally Historic. The only exception will be on Friday's super special in the streets of Zlín and during early Saturday morning in Slušovice," said Jan Regner, deputy Clerk of the Course.

After three successful years, the fourth part of the TotalEnergies Green Rally, a regularity drive for electric and hybrid vehicles, will be written this year. It is not a classic rally, but a regularity drive in conjunction with an adventure trip. Fully electrically powered stock cars for daily use and hybrid cars with combined combustion and electric drive are permitted. While in previous years the Green rally showed the participants the beauties of the Zlín region as, for example, the Luhačovice spa or the rare and unique Metal Zoo in Uherské Hradiště, this year the organizers are aiming for Wallachian products. So, the competition will also stop at premises of the Rudolf Jelínek company, which continues the more than 400-year-old tradition of distillate production in Wallachia.

"This year we have established cooperation with the organizer of the Green Rally, because in addition to the production of spirits, we are very active in arboriculture, tourism and popularization of Wallachia as a region where we are at home. It can be a surprising connection for many, but every visitor can see that we try to work responsibly towards our surroundings and ecologically, and because electromobility goes in the same direction, the Green Rally will visit our premises in Vizovice during special stages," said Miroslav Motyčka, Sales and Marketing Director of Rudolf Jelínek company.

The biggest attention of rally sport fans will be focused on the European Rally Championship of contemporary cars, including exciting fights in the Czech Championship. But electric cars within the competition of the German ADAC Opel e-Rally Cup, as well as the regularity drive within the TotalEnergies Green Rally will be a welcome addition to the jubilee year of the Barum rally. You can find more information at www.czechrally.com and don't forget to follow Barum rally on the official Facebook, instagram and twitter profiles.

In Zlín, 30 July 2021

Roman ORDELT
press relations officer
Barum Czech Rally Zlín

