

## PRESS RELEASE no. 27

**Representatives of both the Region and the main partner wish the fans a great experience**

It could be said that only minutes left until the start of the 51st Barum Czech Rally Zlín, which is again a part of the European Rally Championship (ERC) and the Czech Rally Championship 2022. At the pre-start press conference at the headquarters of the Zlín Region, the Governor and the managing director of the competition's main partner, Continental Barum s.r.o., agreed that they want a lot of great experiences for the spectators.

**"The Barum rally is one of the most interesting events in the Zlín Region. This determines not only our financial but also the adjacent support. The skyscraper, which is the seat of the Regional Office, is the headquarters of the rally, and we also make other buildings available, such as garages, etc. Everything is fully available to the competition,"** outlined Ing. Radim Holiš, the Governor of the Zlín Region, reminded that it was important to negotiate the financial support from the state in these difficult times. **"This year, we have repeatedly helped Barum rally in all the negotiations which I have participated in personally or my colleagues from the council did. The support from the state was important. Until the last minute, we weren't sure if everything was left up to us, the Region, partners and others,"** Holiš relieved.

The support from the main and headline partner of the Zlín rally, Continental Barum s.r.o., is absolutely inseparable. **"We have been a partner of all rallies since 1971. This year, in addition, our tyre factory in Otrokovice celebrates 50 years since its first opening, where the production was moved from Zlín,"** said Ing. Libor Láznička, delighted with the service zone in Otrokovice. **"In the very beginning of Barum rally we used to provide the tyres too, but after the arrival of Continental this has ended. Anyway, I was happy when noticing that one car had tyres from an American company belonging to our concern. One day, it could be true again that we are providing shoes for the Barum rally,"** smiled Láznička, adding that he was looking forward to the start: **"The main thing is that the drivers choose the right footwear and the spectators have a nice sporting experience."**

The wishes to the 51st Barum Czech Rally Zlín were expressed by the Governor of the Zlín Region at the end: **"We have a beautiful sports weekend ahead of us. I wish all participants to enjoy the Barum Rally, that everyone around the track have fun, the competition being safe and everyone reach the finish line healthy,"** concluded the Governor Holiš.

In Zlín, 26 August 2022

Jakub KUDLÁČ  
Press Center  
Barum Czech Rally Zlín