

PRESS RELEASE no. 38

Barum rally once again enjoyed a lot of media attention

This year's **54th BARUM CZECH RALLY ZLÍN 2025** enjoyed a great media interest. Media representatives had their press office located again near the service zone - in the building of the general partner Continental Barum s.r.o. We are glad that a large number of journalists visited Zlín again. The German company WRC Promoter GmbH, which promotes both the world and European championships, confirmed that media interest in the Barum Czech Rally Zlín is by far the greatest of all ERC championship events. It even exceeds some world events! A total of 197 media representatives from 15 countries were accredited at the press center.

Accredited journalists came from the following countries: Czech Republic, Poland, Slovakia, Hungary, Austria, Germany, Great Britain and Northern Ireland, Ireland, Italy, Spain, Sweden, Romania, Japan, Croatia, and Belgium.

Media kinds	Number of accreditations
PRESS	36
PHOTO	82
TV/VIDEO	29
RADIO	6
PROMOTER	44

Most significant accredited media:

PRESS

Czech Press Agency – ČTK, MF Dnes, Zlínský deník, Magazín Rally, Autosport, Motorsport revue, Deník Sport, Continental Barum (CZE), Flat-out media agency (DEU), Classic auto (POL), Worldrally (ESP), Automagazín (SVK) atd.

PHOTO

Czech Press Agency – ČTK, MF Dnes, Zlínský deník, Autosport, eWRC.cz, Svět motorů, Magazín Rally, Rallyservice.cz, ZLÍN PRESS (CZE), rallysport.hu (HUN), Rallye Magazine (DEU), At World, autosportfoto.sk (SVK) atd.

TV/VIDEO

WRC promoter GmbH (DEU), Czech Television, TV Nova (CZE), Oneplay Sport (CZE) atd.

RADIO

Czech Radio – Radiožurnál, Český rozhlas Zlín, Hitrádio Zlín, Rock-max radio (CZE)

Otrokovice, 17th August 2025

Bc. Roman ORDELT
Press Relations Officer
Barum Czech Rally Zlín



INFORMATION

Barum
GENERAL SPONSOR