



## PRESS INFORMATION No. 1

### Barum Czech Rally Zlín 2014 in traditional time and again as a part of the ERC!

Barum Czech Rally Zlín is one of the most important motorsport events in the Czech Republic and its popularity is closely connected to the tradition of rallying in this country. The competition based in Moravian city of Zlín has been a part of the European Rally Championship since 1984 and that means that next year it's going to celebrate three decades of connection with this continental series!

From 2007 to 2012 the Barum rally belonged also to the worldwide Intercontinental Rally Challenge (IRC) with strong media support from its promoter, satellite TV station Eurosport. In 2013 both series merged into one strong championship under the flag of FIA ERC with Eurosport remaining as the main promoter. And Barum Czech Rally Zlín was again in the game. ***"Compared to previous years, the participation of foreign drivers with Super 2000 cars was little bit weaker. But we expected that. The season and the whole championship were completely new for everyone, many drivers were only observing, whether the new FIA ERC series would tie up the previous successful seasons of IRC. Also the S2000 cars are coming to its end and the R5 successors are just born, so we think that the year 2014 will be, after the actual, let's say interim season, a big step forward. R5 cars have much bigger chance to expand than S2000 cars, so I think the spectators can look forward to great action,"*** says Clerk of the Course Barum Czech Rally Zlín, Mr. Miloslav Regner

The Barum rally had been attended by more than 200.000 spectators every year and that puts this rally on the top of the biggest motorsport events in the Czech Republic. Another proof is the media interest – during the 2013 edition, the Barum rally was visited by 227 journalists from 18 countries! ***"It's important to realize, that so big number of spectators, drivers and teams is also a very positive impulse for the tourist industry. During our rally all accommodation capacities in Zlín region are full, thousands of people eat here, buy the fuel or use many various services. Most of them spent in this area many days and what's important, these people don't come only from another parts of our country, but mainly from abroad. Thanks to this the economy of the region and country gathers millions of Euro, which wouldn't come to the national budget without the rally. It's good to realize this fact in relation to the grants and contributions from state-owned organizations needed for running the event,"*** adds Regner.

And what is it going to be like with the upcoming edition of the Barum Czech Rally Zlín? Yes, also in 2014 it will be on the international map of the most prestigious rallies, under the flag of FIA ERC and Int. Czech rally championship. ***"The 2014 FIA ERC calendar still hasn't been revealed yet, but we already can confirm that Barum Czech Rally Zlín will be in there. It will be held as a part of the FIA European Rally Championship and***



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**Mediasport Int. Czech Rally Championship. It will be its 44<sup>th</sup> edition and the competition will go on in its traditional time, from 29 to 31 August 2014,”** uncovers Regner this important information.

**"We'd like to thank to our general partner, the company Continental Barum s.r.o., which is linked to our rally from its beginning and will support also the upcoming edition. We also thank to the city of Zlín, the Zlín region municipality, the Autoclub of the Czech Republic, the Tomáš Baťa University in Zlín and the CzechTourism agency, which joined us this year. We are happy, that the rally started to be counted not only as a sport, but also as a part of the tourist industry. Then we have to thank to many other smaller Barum rally partners, without them it wouldn't be possible to run the rally in current format as well,"** adds by the end Miloslav Regner.

Zlíně 14 October 2013

BARUM CZECH RALLY ZLÍN



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