



## PRESS RELEASE No. 7

### Benzina experience program at Barum Czech Rally Zlín

Interesting and attractive diversification of this year's Barum Czech Rally Zlín will be brought to the spectators by the Benzina company, the leader on the Czech market with automobile propellants. Thanks to this new relationship the visitors of the popular Zlín-based rally can enjoy several non-traditional activities full of adrenaline. On the list are for examples helicopter flights above the special stages or rides in a rally car with a professional driver.

The long-term cooperation of the Barum Czech Rally Zlín organizers with the CzechTourism agency, whose program is mostly based on the people's experiences, led to processing a study focused on finding possibilities of active visit at the Zlín rally. This study, which has been worked out at the Tomáš Baťa University in Zlín, showed that people would like to try out the real experience in the rally car – they wanted adrenaline. **“Most of the spectators are only passive watchers of sportsmen showing their active performance. Our aim is to move this border so the fans can taste the feelings which the rally drivers have during the race,”** says Ing. Jan Regner, the Deputy of CoC. This thought led to the idea of arranging activities, which would enable people to experience the rally in unparalleled ways. As the result, the experience program with Benzina is coming right now.

Benzina, the Czech number 1 on the market with automobile fuels, has kicked off its new marketing concept this year. In the current campaign called 'DRIVE ON FULL!' the company wants to entertain its customers with large portion of adventure, adrenaline and extreme experience. **“This year we want our customers to get emotions which they had never before. Therefore we joined forces with the Barum Czech Rally Zlín, which is one of the most famous motoring events in the Czech Republic, and together prepared completely new set of the rally experience for people,”** says Mrs. Agnieszka Bobrukiewicz, the Head of the Benzina marketing department.

The Benzina experience program at the Barum Czech Rally Zlín offers wide scale of activities related to the automobile competition. One of them brings the possibility of riding in a rally car on a closed road and enjoying the feelings of being a real rally co-driver. There is also available new view on the rally – from the sky: rally fans can watch the rally cars in action on the special stage from helicopter. And to have the program complete, the participants can visit the service area in Otrokovice where they exclusively meet the rally drivers and can take a look under bonnets of the competition cars. All activities can be chosen separately or ordered together in one package – then there are secured also hotel and gastronomy services.

Major Partners



CzechTourism

Univerzita Tomáše Bati ve Zlíně

General Sponsor





“The target was to arrange program which would be interesting, with high level of quality and affordable in once. These requirements are usually little bit contradictive, however with a big and strong partner the experience program could be finally set up. And I’m glad that the support came from Benzina which is the established and well known Czech brand,” adds Ing. Jan Regner.

Detailed information about the experience activities can be found at [www.rallynaplno.cz](http://www.rallynaplno.cz). Further information about other program during the 44<sup>th</sup> Barum Czech Rally Zlín 2014 is available at [www.barum.rally.cz](http://www.barum.rally.cz).

Zlín 8 July 2014

**Roman ORDELT**  
Press relations officer  
Barum Czech Rally Zlín



**Czech**Tourism

Univerzita Tomáše Bati ve Zlíně

General Sponsor

