

WRC FACTBOOK

2023



WRC



FIA WORLD RALLY
CHAMPIONSHIP



WELCOME

Jona Siebel
Managing Director
WRC Promoter GmbH

Dear valued partners,

We invite you to peruse our 2023 Factbook, which recounts the 2022 FIA World Rally Championship season whilst also offering a glimpse of where we are going in the year ahead. As we reflect on the past season, it is clear that the WRC continues to grow, both in terms of its on-stage action and its off-stage impact.

In 2023, we are excited to re-visit some previous events, as well as add one completely new event - bringing the thrills of rallying to even more audiences whilst, of course, reinforcing our commitment to sustainability. The WRC is proud to be at the forefront of the motorsports industry in terms of reducing our carbon footprint. From disruptive technologies such as plug-in hybrid units and 100 per cent fossil-free fuel to our Beyond Rally sustainability platform, we continue to work tirelessly towards making a positive impact.

The WRC is more than just a series of rallies; it's a celebration of the local communities that host us and a testament to the power of motorsport to bring people together. It's fantastic to see that our events continue to have such a significant impact on local economies. Take Croatia Rally for example, where just one round

of the WRC injected more than 100 million euros into the local economy. Or EKO Acropolis Rally Greece, where upwards of 60,000 spectators descended on the legendary Athens Olympic Stadium to witness the hybrid-powered Rally1 cars and WRC stars in action.

As you will see within this book, our digital impressions are also constantly rising as we reach millions of people across the globe, providing a valuable platform for our sponsors and partners to showcase their brands.

All of this is a testament to our incredible fans, whose passion and enthusiasm drives us to push the limits of what is possible each and every year. Those fans will be treated to more action than ever when Rally.TV, the new home of rally, breaks cover in mid-2023.

On behalf of WRC Promoter, I look forward to welcoming you to another thrilling campaign filled with new challenges and new opportunities.

Sincerely, Jona Siebel

WRC 50



MAKING HISTORY

Rally fans were treated to both a celebration of the WRC's rich history and the making of new history on the competitive front in 2022. It was a momentous year for the championship, as it celebrated its 50th edition.

The series marked this milestone with the biggest-ever gathering of FIA World Rally Champions, who came together for five days of festivities to honour the WRC's half-century at Vodafone Rally de Portugal in May. Portugal was a host country in 1973's inaugural WRC season and the 2022 event marked the championship's 619th round.

Nine-time champion Sébastien Loeb and eight-time title-winner Sébastien Ogier took a break from preparations for round four of the series to participate in a star-studded evening - hosted by

champion co-driver Luis Moya - which recalled some of the most memorable moments across 50 years.

They were joined by legends including Walter Röhrl, Marcus Grönholm, Ari Vatanen, Miki Biasion, Carlos Sainz, Petter Solberg and Ott Tänak. Between them, they have amassed 28 titles. Michèle Mouton and Fabrizia Pons, the only female pairing to win a WRC event outright, were also present as well as FIA President Mohammed Ben Sulayem.

The celebrations continued over the weekend, with almost 30 classic cars charting the WRC's history on display. They included an Alpine A110, the model which won the first WRC round at Rallye Monte-Carlo, with the cars also taking part in demonstration runs on the stages throughout the weekend.

The anniversary celebrations were not only about looking back - they were also about making history in the present. And one driver who did just that was Kalle Rovanperä, who became the youngest champion in the WRC's illustrious 50-year history at 22 years and one day old, obliterating Colin McRae's previous record by more than five years.

But it wasn't all plain sailing for the Toyota Gazoo Racing driver, who languished outside of the top 10 after struggling through the first two stages of the championship's brand-new hybrid era. The Finn, contesting only his third season at the sport's top level, made amends for that shaky start by triumphing on the snow and ice of Rally Sweden before stretching out a considerable points advantage with identical results in Croatia and Portugal.

When Ott Tänak struck gold for Hyundai at Rally Italia Sardegna, Rovanperä's result of fifth on the Mediterranean island raised questions about whether he could go all the way.

Sure enough, he returned to winning form in Kenya and Portugal - and could even afford back-to-back crashes in Belgium and Greece before finally clinching the coveted title in New Zealand with his sixth win of the campaign.

While the first half of Tänak's season was riddled by technical troubles, the Estonian secured the runner-up spot in the standings after a stronger performance through the second half of the year. The season of Tänak's Hyundai team-mate Thierry Neuville followed a similar trajectory and he took third, 13 points in arrears.



// COMMITTED TO A SUSTAINABLE FUTURE



➤ **WRC CARS**
saved 512 tonnes of CO2 by switching to fossil-free fuel from the 2021 to the 2022 season.

➤ **P1 FUELS**
have been validated in the harshest conditions on the planet; from freezing temperatures to sweltering hot deserts.

➤ **TESTED IN PASSENGER CARS**
by various universities where emissions (Euro6 and Euro7), drivability, drop-in capability, and compatibility were tested.

➤ **WRC-DEVELOPED**
P1 fuels represent a 100% green solution for the 1.6 billion internal combustion engines roaming our roads today.

First-ever FIA World Championship to implement **100% fossil-free fuel.**

Since the start of the 2022 season, P1 Fuels' hydrocarbon-based, fossil-free fuel powers WRC1 high-performance hybrid engines. With a blend of synthetic and bio-fuel components, this hydrocarbon-based fuel is the first of its kind to be used in an FIA World Championship series.



BEYOND RALLY
In 2022, the WRC Promoter launched Beyond Rally as the umbrella platform for sustainability initiatives that contribute to shaping the future of motorsport and materialising its positive impact on society. Through this platform, we will articulate, address, and communicate the sport's wider messages on areas such as climate, biodiversity, innovation, responsible management, and social impact, while driving the transition toward a sustainable future.

We firmly believe that rallying must partake in finding answers to some of the world's most pressing challenges and serve as a test laboratory and proving ground for scalable solutions.

BEYOND RALLY FORUM
One essential pillar of Beyond Rally are the Beyond Rally Forums, which serve as a knowledge hub of motorsport-developed innovations and their contribution to advance everyday mobility, focusing on sustainability, safety, and connectivity.

More than ever, new technologies tested in motorsport bring vital value to the road car market, with targeted development programmes shaping and transforming the mobility of the future. As mobility relevance gains increased momentum in racing innovation, and the resultant technology transfer, its scale implementation represents an opportunity to address environmental, mobility and societal challenges.

The Beyond Rally Forums take place in the framework of the FIA World Rally Championship as a unique platform to advance race-developed and proven innovations for their potential application in everyday motoring, global transport, and interrelated industries.

The inaugural edition of the Forum took place in January of 2023, on the occasion of Rallye Monte-Carlo, bringing together government representatives, key motorsport and mobility stakeholders, leaders from international organisations, the public and private sectors, academia, and the wider WRC community to discuss the role of motorsports in building mobility of the future.

FIA ENVIRONMENTAL ACCREDITATION PROGRAMME
In 2016, WRC became the first FIA World Championship to make the 3-star Environmental Accreditation mandatory for all event organisers, which aims at supporting them in measuring and enhancing their environmental performance to a best-practice level. According to WRC Sporting Regulations, all event organisers must obtain the 2-star accreditation in the first year of the event, with an obligation to apply and upgrade to the 3-star level for their next event. WRC event organisers of the 2022 season followed the programme according to their level requirements.





The FIA (Fédération Internationale de l'Automobile) is the governing body for international motorsport and works to promote diversity and inclusion in its different championships and disciplines.

to Sébastien Loeb, becoming the first woman to win a WRC event since 1997. Other notable female achievements included Finnish talents Enni Mälkönen and Reeta Hämäläinen, who won the FIA WRC3 Co-drivers' and WRC2 Co-drivers' titles respectively.

The Rally1 regulations launched in 2022 were the product of extensive work by FIA departments in partnership with the manufacturers Hyundai, M-Sport (Ford) and Toyota. The WRC's 50th season represented the beginning of a new era, marked by major advances in rallying in terms of sustainable technology as well as safety.

A focus was set on diversity and accessibility in the WRC2 category with the introduction of new titles and increased participation, ultimately attracting entries from 130 crews from 41 different nations. WRC2 Junior was created to showcase young talent, while the Masters' Cup was also added to provide a platform for more experienced drivers to compete at a global level. Additionally, for the first time, the FIA Junior WRC Championship used a four-wheel-drive car as its base vehicle.

Youth and female participation also reached new highs in 2022, with Kalle Rovanperä becoming the youngest winner of the FIA World Rally Championship and Isabelle Galmiche, co-driver

// 2023 A NEW GAMING CONQUEST



In 2023, a new benchmark for authentic, challenging rallying on next-generation gaming platforms will be reached. For the first time ever, industry big-hitter EA Sports is on board to produce the next edition of WRC's rich gaming dynasty.

EA Sports brings together the experienced combination of Codemasters' development heritage and EA's publishing power. As a studio, Codemasters has an unrivalled rally pedigree stretching back to Colin McRae Rally and, as a publisher, EA's track record with major sports franchises is absolutely second to none.

As well as accurately representing the top echelon of rallying, the game is dedicated to being the most accurate representation of rallying available and focuses on repeated play and an accessible learning curve for players. WRC goes to some of the remotest corners of the globe, which can become easily accessible to rally fans worldwide through video games.

They showcase WRC's epic adventure of human and machine against the elements, letting fans experience first-hand the unique skills and attributes a WRC driver must possess to be successful.

WRC has a rich gaming heritage and it has been an important part of the championship's overall communication strategy since 2001. Once again in 2023, WRC will concurrently be running an esports championship, set for launch soon after the game's release.

The game is a new, standalone retail release on PlayStation 5, Xbox Series X/S and PC and will be complemented by a new esports WRC World Championship season.



// PUSHING FORWARD

SOCIAL MEDIA COMMUNITY

2021	2022
6.10M	6.87M

YOUTUBE	TWITTER
854K	416K

FACEBOOK	TIKTOK
3.04M	561K

INSTAGRAM
2M

SOCIAL MEDIA IMPRESSIONS

1.7B

SOCIAL MEDIA ENGAGEMENTS

45M

SOCIAL MEDIA VIDEO VIEWS

473M

DIGITAL IMPRESSIONS

70M*

WRC FANS - GENDER SPLIT

Male	Female
69%	31%

*wrc.com is GDPR compliant, allowing users to opt out of cookies



TV BROADCAST TIME

2021
10,564:57 HRS

2022
14,531:34 HRS

+37%



TV AUDIENCE

2021
781 MILLION

2022
841 MILLION

+7%

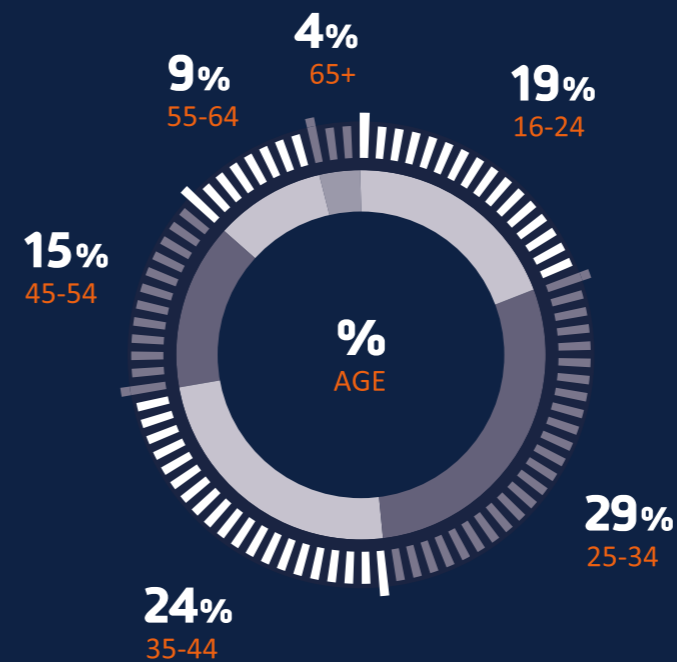


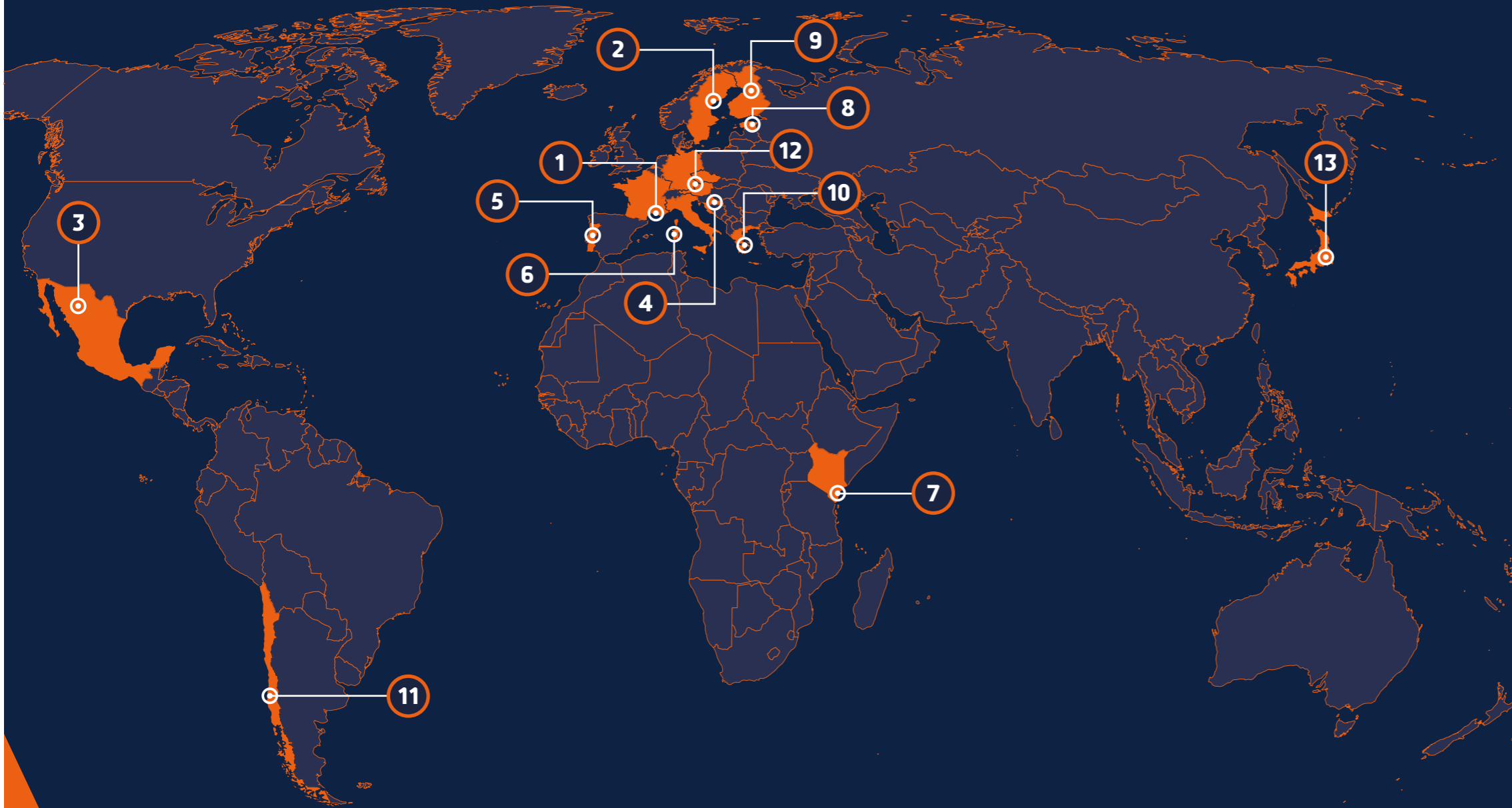
ON-SITE SPECTATORS

2021
N/A DUE TO COVID RESTRICTIONS

2022
3+ MILLION

WRC FANS - AGE GROUP SPLIT





// LEGENDS RETURN

The 2023 WRC calendar is packed full of international flavour. It features 13 rounds spread across five continents as WRC Promoter powers closer towards its goal of a greater worldwide split between European and non-European events.

All the ingredients are present for a thrilling campaign as we welcome back old friends and classic fixtures, in addition to an exciting new three-country innovation - a first for the FIA World Rally Championship.

As has become tradition, the legendary stages of Rallye Monte-Carlo open proceedings before moving to the spectacular snow and ice of Rally Sweden, the WRC's only pure winter contest.

The first non-European round takes the series to Rally Guanajuato México, which returns for the first time since 2020 before Croatia Rally plays host to the first all-asphalt event of the year. A trio of gruelling gravel-based encounters in Portugal, Italy and Kenya follow - the famous Safari Rally marking its third consecutive appearance.

The rapid stages of Estonia and Finland are next to feature as the season enters its second half. Then it's onto the mythical Acropolis Rally in Greece, which precedes Chile - back for the first time since its 2019 debut as the WRC returns to South America.

Austria, the Czech Republic and Germany are all visited during the Central European Rally, while FORUM8 Rally Japan once again completes the geographically diverse calendar, setting the scene for a captivating conclusion to the season.

1  **RALLYE MONTE-CARLO**
19 JAN - 22 JAN

4  **CROATIA RALLY**
20 APR - 23 APR

7  **SAFARI RALLY KENYA**
22 JUN - 25 JUN

11  **RALLY CHILE BIO BÍO**
28 SEP - 01 OCT

2  **RALLY SWEDEN**
09 FEB - 12 FEB

5  **VODAFONE RALLY DE PORTUGAL**
11 MAY - 14 MAY

8  **RALLY ESTONIA**
20 JUL - 23 JUL

12  **CENTRAL EUROPEAN RALLY**
26 OCT - 29 OCT

3  **GUANAJUATO RALLY MÉXICO**
16 MAR - 19 MAR

6  **RALLY ITALIA SARDEGNA**
01 JUN - 04 JUN

9  **SECTO RALLY FINLAND**
03 AUG - 06 AUG

13  **FORUM8 RALLY JAPAN**
16 NOV - 19 NOV

// RALLYE MONTE-CARLO

// RALLY SWEDEN



Service Park
MONACO

Surface
MIXED

Date
19 - 22 JAN

Service Park
UMEÅ

Surface
SNOW / ICE

Date
09 - 12 FEB

FAMOUS

The oldest event in the WRC prepares for its 91st edition

CHANGEABLE

Unpredictable conditions in the icy French Alps serve up a huge challenge

LOCAL KNOWLEDGE

Child of the French Alps, Sébastien Ogier holds the record of nine Monte-Carlo victories

BASE

Rally returns to Umeå once again after successful 2021 debut in new region

SURFACE

The WRC's only pure winter fixture takes place entirely on snow and ice

YOUNGSTERS

Sweden hosts round one of thrilling FIA Junior WRC season

// GUANAJUATO RALLY MÉXICO

// CROATIA RALLY



Service Park
LEÓN

Surface
GRAVEL

Date
16 - 19 MAR

Service Park
ZAGREB

Surface
ASPHALT

Date
20 - 23 APR

RETURN

The WRC is back in North America for the first time since 2020

EPIC

Rocking atmosphere guaranteed in and around the service park

MOUNTAINS

Tough gravel stages take crews up into the hills around the host city

CAPITAL

Service park lies close to the giant Sava river in Croatia's vibrant largest city

BRAVERY

High-speed corners and blind crests characterise the season's first all-asphalt event

HERITAGE

Vinski Vrh – Duga Resa stage passes an ancient Frankopan castle. Breathtaking!

// VODAFONE RALLY DE PORTUGAL

// RALLY ITALIA SARDEGNA



Service Park
MATOSINHOS

Surface
GRAVEL

Date
11 - 14 MAY

Service Park
OLBIA

Surface
GRAVEL

Date
01 - 04 JUN

SPECTACLE

Incredible dirt roads draw in hordes of passionate fans

LEGENDARY

Spectacular Fafe jump provides thrilling finale to Wolf Power Stage

ACCOLADE

Named 'Best Rally in the World' on five occasions

INTENSE

Sizzling heat and abrasive roads test cars and crews to the limit

SCENIC

Picture-postcard stages with service park by the sea in Olbia

MARGINS

Fast but narrow roads lined with rocks and trees leave no room for error

// SAFARI RALLY KENYA

// RALLY ESTONIA



Service Park

NAIVASHA

Surface

GRAVEL

Date

22 - 25 JUN

Service Park

TARTU

Surface

GRAVEL

Date

20 - 23 JUL

NOTORIOUS

Rocky and rutted tracks create arguably the toughest round of the WRC

EXOTIC

Leopards, lions, giraffes and elephants are at home in the rally area

UNEXPECTED

Unpredictable weather can reduce dry and dusty trails to mudbaths in minutes

ROVANPERÄ

Finn became the youngest-ever WRC rally winner here in 2021 - aged 20!

OCCASION

Fans flock to see home hero Ott Tänak at the biggest motorsport event in the Baltic countries

PUNISHING

Pace is so high that any time lost through a mistake is extremely difficult to regain



// SECTO RALLY FINLAND

// EKO ACROPOLIS RALLY GREECE



Service Park
JYVÄSKYLÄ

Surface
GRAVEL

Date
03 - 06 AUG

Service Park
LAMIA

Surface
GRAVEL

Date
7 - 10 SEP

FLAT-OUT

The fastest rally on the WRC calendar, with average speeds exceeding 125kph

CO-DRIVERS

High speeds demand a constant, pinpoint accurate delivery of pace notes

AIRBORNE

Famous, stomach-churning jumps launch cars high into the air

HISTORIC

The Acropolis Rally was a founding member of the WRC in 1973

AMPHITHEATRE

60,000 fans packed out Athens' Olympic Stadium for a thrilling opening stage in 2022

STAPLE

Twisty gravel mountain roads combine with high temperatures in this legendary fixture

// RALLY CHILE BIO BÍO

// CENTRAL EUROPEAN RALLY



Service Park
CONCEPCIÓN

Surface
GRAVEL

Date
28 SEP - 01 OCT

Service Park
PASSAU

Surface
ASPHALT

Date
26 - 29 OCT

COMEBACK

Back on the calendar for the first time since debuting in 2019

RISK

Corner-cutting can save vital tenths - but road verges hide tree stumps and stones

CHARACTERISTICS

Technically complicated but fast, cambered roads will be a tough challenge

INNOVATION

All-new rally takes place across Austria, Czech Republic and Germany

METROPOLIS

Czech capital Prague will host Thursday evening's ceremonial start

DIFFICULTY

Although an asphalt event, the late October date brings the potential for ice in some regions

// FORUM8 RALLY JAPAN



Service Park

TOYOTA CITY

Surface

ASPHALT

Date

16 - 19 NOV

SUCCESS

Asphalt fixture impressed on its return to the WRC in 2022

NARROW

Tight and technical roads around Aichi demand inch-perfect driving

STARS

Service park just a stone's throw away from the home of champion manufacturer Toyota



WRC

// TOYOTA GAZOO RACING WORLD RALLY TEAM

CAR: TOYOTA GR YARIS RALLY1
PRINCIPAL: JARI-MATTI LATVALA
BASED: FINLAND
ESTABLISHED: 2016
INSTAGRAM: @TGR_WRC

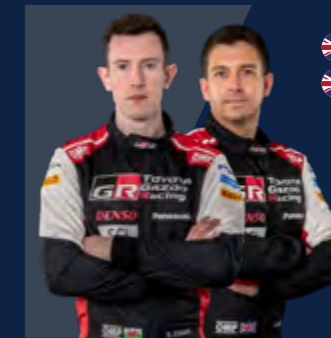
toyotagazooracing.com



**KALLE ROVANPERÄ
JONNE HALTTUNEN**

ROVANPERÄ - 01.10.2000
HALTTUNEN - 13.12.1985

FINLAND
FOLLOW:
@KALLEROVANPERA
@JONNEHALTTUNEN



**ELFYN EVANS
SCOTT MARTIN**

EVANS - 28.12.1988
MARTIN - 06.11.1981

GREAT BRITAIN
FOLLOW:
@ELFYNEVANS
@SCOTTYMARTIN__



**SÉBASTIEN OGIER
VINCENT LANDAIS**

OGIER - 17.12.1983
LANDAIS - 17.10.1991

FRANCE
FOLLOW:
@SEBOGIER
@VINZZLANDAIS



**TAKAMOTO KATSUTA
AARON JOHNSTON**

KATSUTA - 17.03.1993
JOHNSTON - 02.02.1995

JAPAN & IRELAND
FOLLOW:
@TAKAMOTOKATSUTA
@AARONJOHNSTON_2



WRC

// M-SPORT FORD WORLD RALLY TEAM

CAR: FORD PUMA RALLY1
PRINCIPAL: RICHARD MILLENER
BASED: GREAT BRITAIN
ESTABLISHED: 1997
INSTAGRAM: @MSPORTLTD

m-sport.co.uk

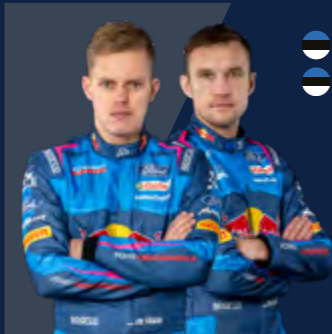


WRC

// HYUNDAI SHELL MOBIS WORLD RALLY TEAM

CAR: HYUNDAI i20 N RALLY1
PRINCIPAL: CYRIL ABITEBOUL
BASED: GERMANY
ESTABLISHED: 2012
INSTAGRAM: @HMSGOFFICIAL

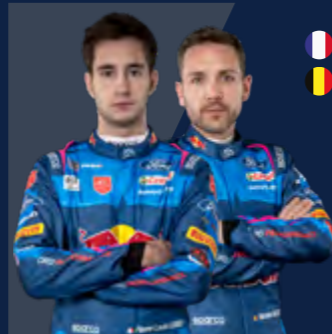
motorsport.hyundai.com



OTT TÄNAK
 MARTIN JÄRVEOJA

TÄNAK - 15.10.1987
JÄRVEOJA - 18.08.1987

ESTONIA
FOLLOW:
@OTTANAK
@MARTINJARVEOJA



PIERRE-LOUIS LOUBET
 NICOLAS GILSOUL

LOUBET - 18.02.1997
GILSOUL - 05.02.1982

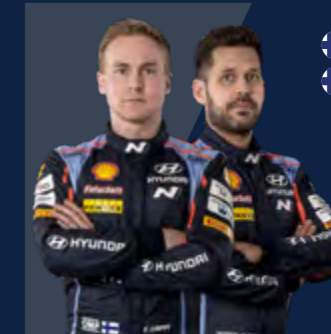
FRANCE & BELGIUM
FOLLOW:
@PIERRELOUISLOUBET
@NICOLASGILSOUL



THIERRY NEUVILLE
 MARTIJN WYDAEGHE

NEUVILLE - 16.06.1988
WYDAEGHE - 01.09.1992

BELGIUM
FOLLOW:
@THIERRYNEUVILLE
@MWCODRIVER



ESAPEKKA LAPPI
 JANNE FERM

LAPPI - 17.01.1991
FERM - 29.08.1980

FINLAND
FOLLOW:
@ESAPEKKALAPPIOFFICIAL
@JANNE.FERM



JOURDAN SERDERIDIS
 FRÉDÉRIC MICLOTTE

SERDERIDIS - 29.01.1964
MICLOTTE - 03.05.1973

GREECE & BELGIUM
FOLLOW:
@JOURDANSERDERIDIS



DANI SORDO
 CÁNDIDO CARRERA

SORDO - 02.05.1983
CARRERA - 24.03.1980

SPAIN
FOLLOW:
@DANISORDORALLYE
@CANDIDOCARRERAESTEVEZ



CRAIG BREEN †
IN LOVING MEMORY

JAMES FULTON

FULTON - 09.03.1992
IRELAND
FOLLOW:
@JFUZZY37



WRC2



// WRC2

WRC2 is the ultimate proving ground for the next generation of rally champions. As the premier support category within the FIA World Rally Championship, it's the perfect platform for drivers to showcase their skills in Rally2 cars. With manufacturers such as Škoda, Citroën, Ford, Hyundai and Volkswagen all represented, competition is fierce and intense.

Interest in WRC2 has been building rapidly over recent seasons, and the series has never been so popular among competitors and fans. This year, you can expect to see a vast array of talents, from young up-and-comers to former top-level drivers including Oliver Solberg, Teemu Suninen, Adrien Fourmaux and Gus Greensmith. With such an impressive line-up, the action on the stages is always super-close.

Due to increased interest, a dedicated 26-minute WRC2 highlights programme has been introduced - giving fans the chance to re-watch the thrills, spills and exciting action after every event.

If you're looking for the future of rallying, this is the place to be. Past champions include Kalle Rovanperä, Esapekka Lappi and Pierre-Louis Loubet - all of whom are now professional drivers in the WRC's top-flight. This is a testament to the high level of competition and talent the series attracts, and a sign that WRC2 is constantly unearthing the stars of tomorrow.

For private drivers brave enough to experience the thrill of the WRC world, WRC3 is the perfect terrain to prove their skills and to join a community of like-minded motorsport-lovers.

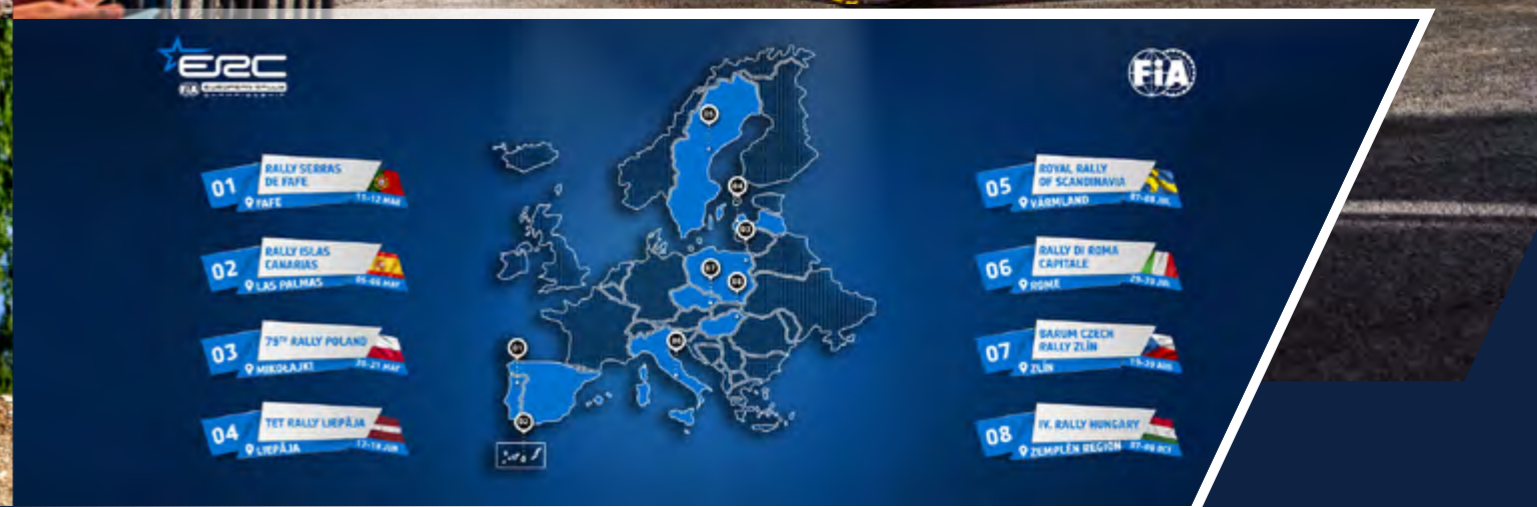
WRC2



JUNIOR WRC



ERC



// JUNIOR WRC



Operating on an arrive-and-drive basis with identical M-Sport Poland Ford Fiesta Rally3 cars, the FIA Junior WRC provides a cost-effective platform for some of the most promising young drivers to showcase their skills on the world stage.

The series includes five rounds on a variety of surfaces. Up first is the snow and ice of Rally Sweden followed by the undulating asphalt roads of Croatia. Gravel events in Italy and Estonia make up the mid-season before the finale at EKO Acropolis Rally Greece, where double points will be on offer. Additional points for each stage win are also awarded – encouraging the competitors to push throughout the entire rally weekend.

The series offers one of the biggest prizes in motorsport, with the eventual champion receiving four fully-funded Ford Fiesta Rally2 prize drives with M-Sport in WRC2 including a pre-event test and a full allocation of Pirelli tyres.

Past FIA Junior WRC Champions include Sébastien Loeb, Dani Sordo, Sébastien Ogier, Craig Breen and Elfyn Evans – all of whom have gone on to succeed at the WRC's very highest level. Robert Virves joined the roll of honour in 2022 to become the first Estonian driver to take the spoils after a thrilling season which boiled down to the final round.

// ERC

Established in 1953, the FIA European Rally Championship (ERC) is Europe's premier rally series, offering a thrilling and fiercely competitive environment for drivers ready to make their mark in the world of rallying. Thanks to WRC Promoter, ERC now boasts the same level of coverage and exposure as the FIA World Rally Championship, meaning fans all over the world can experience the excitement and drama with every stage broadcast live.

The ERC's top tier features the best of the best. Drivers battle it out across eight rounds in Rally2 cars identical to those used in WRC2, with the option to partner with one of four leading tyre manufacturers: Hankook, Michelin, MRF Tyres or Pirelli. But that's not all - drivers of all levels can compete in other categories such as ERC3 and ERC4, with young, up-and-coming talent also given their chance to shine in the FIA Junior ERC Championship, supported by Hankook.



// WRC TV



LARGEST TELEVISION AUDIENCE

ASAHI TV - JAPAN

82 MILLION+

COMPILATION & NEWS

- **13 X WRC MAGAZINE**
1 X 26 MIN BEFORE EACH EVENT
- **DAILY HIGHLIGHTS**
3 X 26 MIN EACH EVENT
- **13 X EVENT HIGHLIGHTS**
1 X 52 MIN EACH EVENT SUNDAY
- **MID & END SEASON REVIEW**
2 X 52 MIN
- **EDITED NEWS CLIPS**
90 SECONDS, TWICE EACH EVENT DAY
- **200+ HOURS**
WRC ARCHIVE FOOTAGE

LIVE

- **13 X 90 MINUTES**
LIVE WOLF POWER STAGE PER SEASON
- **40 X 60 MINUTES LIVE TV STAGES**
PER SEASON
- **APPROX. 20 x 60 MINUTES**
LIVE FROM FURTHER SPECTACULAR STAGES
- **ALL LIVE PROGRAMME ('WRC ALL LIVE')**
WITH AROUND 300 HOURS OF LIVE CONTENT AND ACTION DURING THE WHOLE SEASON FEATURING EVERY SINGLE STAGE

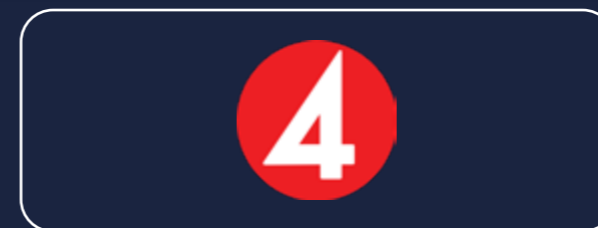
NEW BROADCASTING PARTNERS



Saudi Sports Channel - MENA



MTV - Finland



TV4 - Sweden



Motowizja / Rally.TV - Poland



YOUR NEW HOME OF RALLY

An evolution of the hugely-successful WRC+ platform, Rally.TV will become the new home of rally. Subscribers can catch every second of action from the WRC, ERC and World RX all in one brand-new app.

As well as every stage and race being streamed live in HD and on demand, Rally.TV gives users more content than ever before - with a host of new and exciting additions including a 24/7 channel and exclusive features.

The platform will be available on all devices - meaning wherever you are in the world, you'll never be far away from all the action.

Find out more
on [Rally.TV](#)



**ALL CHAMPIONSHIPS
IN ONE PLACE**



**AVAILABLE ON
ALL DEVICES**



24/7 CHANNEL



**ALL STAGES LIVE
& ON DEMAND**



**EXCLUSIVE CONTENT
NEVER SEEN BEFORE**

WRC
FIA FIA WORLD RALLY
CHAMPIONSHIP



RX FIA WORLD RALLYCROSS
CHAMPIONSHIP



ERC
FIA EUROPEAN RALLY
CHAMPIONSHIP



WORLD RALLY FAMILY

// BENEFITS OF BEING A WRC PARTNER



GLOBAL

Exciting action on five continents around the globe and across 15 key markets, with TV coverage in more than 150 countries.



YEAR-ROUND EXPOSURE

Visibility both on-site and online, including prominent branding opportunities on the rally cars and stages throughout the entire WRC season.



MASS ON-SITE AUDIENCE

With millions of spectators on-site and thousands of visitors in the service park, partners can engage directly with fans and create memorable experiences.



MULTIPLE SURFACES

The only motorsport series taking place on asphalt, ice, snow and gravel, offering its partners a platform to showcase the quality of their products and services under varying and extreme conditions.



ICONIC LOCATIONS

The WRC takes place in iconic locations around the world, streaming breathtaking shots to a global audience, offering incredible brand exposure in front of these famous backdrops.



ENGAGING HOSPITALITY

Premium experience with the WRC hospitality programme.



● ●
TW STEEL

THE COMPANY

Established in 1872, Pirelli is among the world's leading tyre producers. It is the only pure consumer tyre company that includes car, motorbike and bicycle tyres as well as associated services. Pirelli has a distinct positioning in high-value tyres, characterised by an advanced technology with more than 3,800 homologations obtained thanks to partnerships with the most prestigious car manufacturers. In order to achieve the highest levels of performance, safety and containment of environmental impact, Pirelli has always been strongly committed to R&D. Involved in motorsport since 1907, Pirelli has been the exclusive official tyre partner of the Formula 1™ since 2011 and of WRC since 2021.

PARTNERING WITH WRC BECAUSE

Rallying, like motorsport in general, is in Pirelli's DNA and an essential part of its technological history. The tyre company has been present in rally competitions since the dawn of the discipline, resulting in some of the biggest product innovations introduced by Pirelli for the benefit of motorists around the world.

THE COMPANY

Dutch by design, big in attitude and peerless in class. TW Steel is unashamed to be different and make no apologies for resisting the norm. Steel has run through the very architecture of TW Steel's watches, creating form and function with Swiss quality standard.

Designing distinctively, TW Steel sidestepped the traditional path, carved a new timeline in the watch market and continues to break new ground today. There's an art to being bold with style, it takes confidence and character to stand alone. It's not a watch, it's a statement.

PARTNERING WITH WRC BECAUSE

TW Steel is no stranger to speed, adrenaline and brutal terrain. As such, the company takes great pride in timekeeping WRC's epic battle of human and machine against the clock. TW Steel's special WRC watches reflect this pride and passion. Powered by high-performance movements and high-end specs, they embrace the strength and precision needed to succeed. Full throttle!

BASED IN ITALY

WRC PARTNER SINCE 2021

WEBSITE PIRELLI.COM

BASED IN THE NETHERLANDS

WRC PARTNER SINCE 2021

WEBSITE TWSTEEL.COM

AsahiKASEI



THE COMPANY

Asahi Kasei Corporation was founded in 1922 and includes 318 companies in over 20 countries worldwide, each with one purpose: improving people's standard of living by supplying an abundance of the highest-quality necessities at the lowest prices. Asahi Kasei Group operates in the material, homes and healthcare business sectors.

PARTNERING WITH WRC BECAUSE

As a company with a strong focus on automobile-related businesses, we believe that supporting the developments of the WRC will lead to further development of Asahi Kasei's businesses. We will continue to grow with the WRC as we pursue new technologies while competing for speed in the demanding environment of rallying.

THE COMPANY

"At Wolf we don't fear change, we are the change".
Wolf is a forward-thinking and curious brand with a unique vision of what tomorrow will bring.

With the exponential speed at which new and cleaner engine technologies are being developed, Wolf continues to be at the forefront of these innovations with cutting-edge lubricant products and additive technologies that meet the highest standards and official OEM approvals.

PARTNERING WITH WRC BECAUSE

Wolf has been the Official Lubricant Partner of WRC since 2019. This partnership builds on Wolf's continued drive for exceptional engineering and precision in everything it does. We work hard, work together and work for greatness. Especially with the downsizing of today's engines, it will be key to success to have products at your disposal that are tested in the most demanding conditions and developed with the latest technologies.



BASED IN
JAPAN



WRC PARTNER SINCE
2018



WEBSITE
ASAHI-KASEI-MOBILITY.COM



BASED IN
BELGIUM



WRC PARTNER SINCE
2019

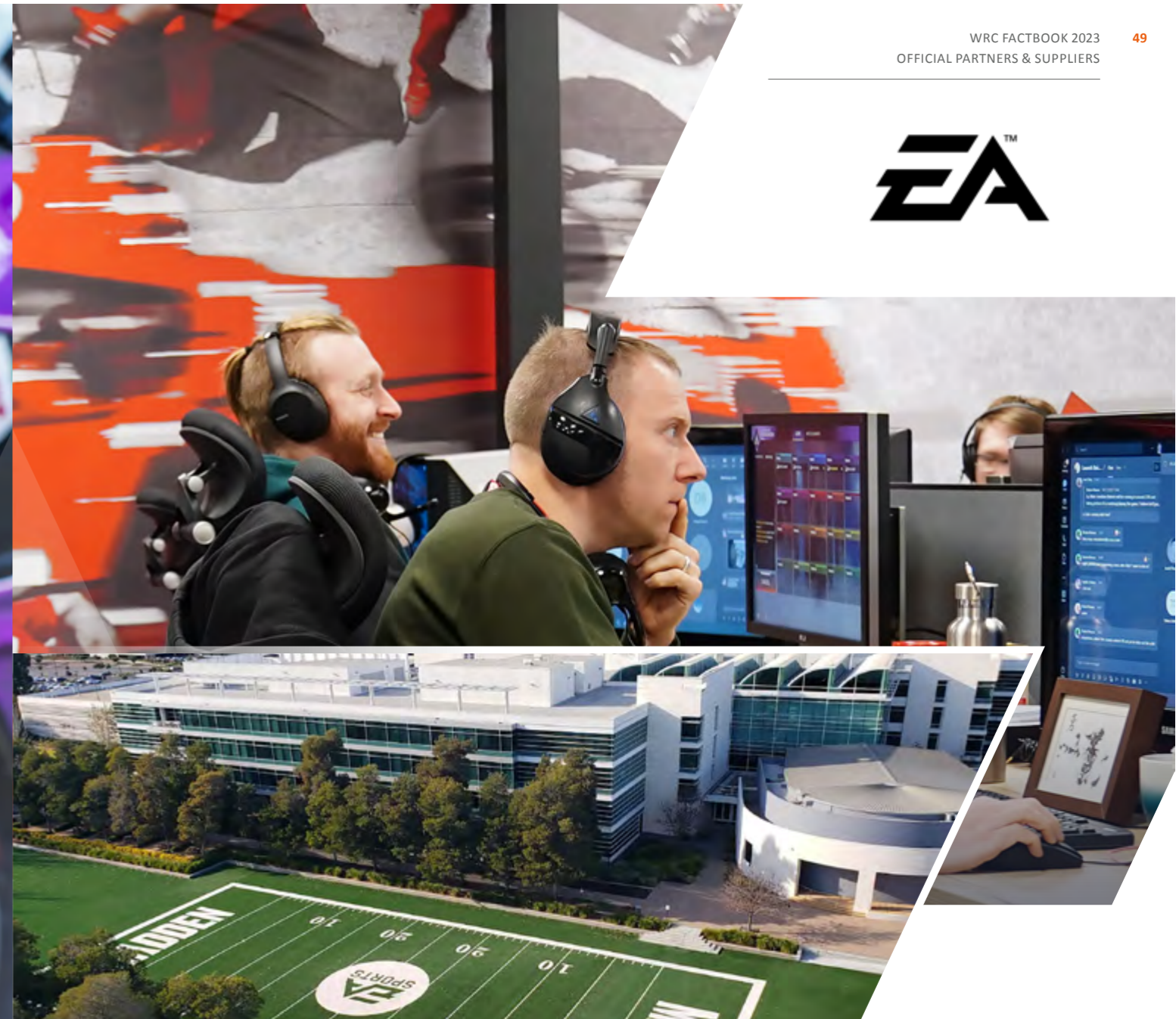


WEBSITE
WOLFLUBES.COM

FANATEC®



EA™



THE COMPANY

Fanatec is the leading brand for dedicated sim racing hardware, including force feedback steering wheels, pedals and complete cockpits for PlayStation, Xbox and PC-based racing simulators.

PARTNERING WITH WRC BECAUSE

The FIA World Rally Championship is one of the most prestigious and exciting motorsport competitions held each year. WRC's forward-thinking approach to esports and strong focus on advancing technology makes it a perfect partner for Fanatec. Fanatec believes that innovation drives success, and that virtual racing is an important way to attract a new audience. The merging of sim racing and motorsport has already begun, and Fanatec and WRC will continue breaking new ground in the future.

THE COMPANY

Electronic Arts is a global leader in digital interactive entertainment. The company develops and delivers games, content and online services for internet-connected consoles, mobile devices and personal computers. Headquartered in Redwood City, California, EA is recognised for a portfolio of critically acclaimed, high-quality brands such as EA SPORTS™ FIFA, Battlefield™, Apex Legends™, The Sims™, Madden NFL, Need for Speed™, Titanfall™, Plants vs. Zombies™ and F1®.

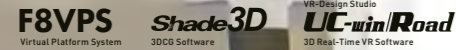
PARTNERING WITH WRC BECAUSE

EA SPORTS' ambition is to become *the* destination for modern sports and racing fans through world-class interactive experiences at the intersection of competition, culture and entertainment. Having secured the WRC licence in 2023, Codemasters will capitalise on over 25 years of rally experience to bring the unique, edge-of-your-seat motorsport action WRC offers to life.





Japanese VR/CG software and web VR platform F8VPS that realize Digital Twins and Metaverse!



THE COMPANY

FORUM8 is the leading Japanese producer of state-of-the-art 3D simulation software, including VR driving. It was established in Tokyo in 1987 and has offices and partners worldwide. It provides software for civil engineering and construction projects. With the development of virtual reality, its products have been used in transportation and automotive research, road and pedestrian-based events and emergency training.

PARTNERING WITH WRC BECAUSE

Through this partnership, FORUM8 hopes to further expand its expertise in VR, digital twins and simulation solutions based on our Web VR Platform F8VPS, VR software VR-Design Studio and 3D CG software Shade3D. As a global engineering software company, FORUM8 aims to initiate the development of new and more advanced simulation technologies by providing solutions and services to its customers worldwide.



THE COMPANY

ProGrade Digital was founded on a mission to provide the highest quality professional-grade memory cards and workflow solutions available.

PARTNERING WITH WRC BECAUSE

WRC relies on ProGrade Digital memory cards and readers to capture high-resolution video and telemetry data in the cockpit. They are also used by WRC TV's camera crews to capture special stage action footage from the ground and air. Card readers provide invaluable support to the production team in WRC TV's on-site base by reducing transfer times for more efficient editing.



BASED IN
UNITED STATES



WRC SUPPLIER SINCE
2018



WEBSITE
PROGRADEDIGITAL.COM



THE COMPANY

Tata Communications is a leading global digital ecosystem enabler supporting organisations across sports, media and entertainment. Driving innovation and delivering business agility for sport federations, broadcasters and OTT platforms for over a decade, their partnerships in motorsport, golf and cricket among other sports include several industry-leading achievements.

PARTNERING WITH WRC BECAUSE

Playing a central role in the World Rally Championship, the company harnesses its strong expertise in media services to allow sporting organisations to expand to new markets and enable fans to engage with their heroes in new ways.



BASED IN
JAPAN



WRC PARTNER SINCE
2021



WEBSITE
FORUM8.COM



BASED IN
INDIA



WRC SUPPLIER SINCE
2018



WEBSITE
TATACOMMUNICATIONS.COM



THE COMPANY

FuelsEurope represents with the EU institutions the interests of 38 companies manufacturing and distributing liquid fuels and products for mobility, energy and feedstocks for industrial value chains in the EU. "Clean Fuels for All" is the pathway it has developed, showing how we can contribute to reaching climate neutrality in the European Union by 2050.

PARTNERING WITH WRC BECAUSE

FuelsEurope aims to inform the general public about sustainable liquid fuels for road transport, outlining their benefits as well as their contribution to significantly reducing emissions from the transport sector and enabling all new and old vehicles to become climate neutral. As the FIA World Rally Championship uses a 100 per cent sustainable drop-in fuel, it is a unique opportunity to showcase their existence!



BASED IN BELGIUM



WRC PARTNER SINCE 2023



WEBSITE CLEANFUELSFORALL.EU



THE COMPANY

P1 makes the world's most sustainable drop-in fuels that can be used to decarbonise the 1.6 billion cars with internal combustion engines roaming our roads.

PARTNERING WITH WRC BECAUSE

The WRC is the ideal testing ground for P1 Fuels' 100 per cent green alternative to fossil gasoline, allowing the company to trial its fuels in the harshest conditions, from the desert to the arctic circle.



BASED IN GERMANY



WRC SUPPLIER SINCE 2022



WEBSITE P1FUELS.COM



// LICENSING

WRC IS A WORLD
CHAMPIONSHIP

AND IT'S A LIFESTYLE!

With a global fanbase of millions, WRC enthusiasts are passionate about rallying and eager to show their support. Our fans are ambassadors for WRC, wearing their official gear with pride and spreading the word about our sport to friends, family and everyone they meet on the street.

Inspired by the WRC's brand values, our licensing partners offer a range of quality products. From the latest in WRC-themed apparel to cutting-edge automotive accessories, fans are provided with a variety of products and services to engage with the championship.

Partnering with WRC means tapping into this passionate and dedicated fanbase, creating emotional connections and building lasting loyalty.

WRC Fan Merchandise



// ESPORTS WRC PARTNERS

THE ULTIMATE ACCESSORIES FOR SIM RACING

AGON
BY AOC
eu.aoc.com/en/gaming



FANATEC
fanatec.com

FLEXIT
flexitdistribution.com







WRC Promoter GmbH is a joint company of Red Bull Media House and KW25 Beteiligungs GmbH.

WRC Promoter is responsible for all commercial aspects of the FIA World Rally Championship, including broadcast formats, TV production and the marketing of global media and sponsorship rights. The promoter also has responsibility to increase the field of participants and to propose the venues that form the FIA WRC calendar.

Photography

Red Bull Contentpool, @world, Mc Klein,
Predrag Vuckovic / Limex Images

Design

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Web: Oto9.nl

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WRC PROMOTER

