



## **Rally Facts**

*On 14<sup>th</sup> November, the World Rally Championship returns to Great Britain with British driver Colin McRae looking to take his second World Championship at his home event*

*The Network Q Rally of Great Britain is the 14<sup>th</sup>, final and often deciding, round of the World Rally Championship.*

### **Network Q Rally of Great Britain (14-17 November)**

- The climax of the gruelling World Rally Championship, the Network Q regularly attracts hundreds of thousands of spectators to its stages, whilst millions more watch the revamped television coverage around the world.
- After Rally Finland (August 2002) Brit Colin McRae is currently lying second in the Championship only 17 points behind 2000 World Champion Marcus Grönholm and will be looking to take his second title after last year's hopes were dashed by a spectacular crash on day two.
- Last year's Network Q Rally made history as Richard Burns became the first ever English World Champion.
- From a Cardiff HQ, the event traverses over 1600 kilometres of stunning Welsh countryside. The competitive part of the rally covers 17 timed special stages, mainly on the gruelling Forestry Commission gravel roads.

### **About the Sponsor – Network Q**

- 2002 marks the tenth and final year of Network Q's title sponsorship of the event.
- Network Q has changed the face of the used car industry in the UK and is Europe's leading used car brand with sales now approaching one million.
- With over 470 outlets, Network Q sells around 120,000 used cars of all makes each year all of which would have passed the famous 114-point check.

### **FIA World Rally Championship**

- The FIA WRC is a 14 round series for drivers and manufacturers.
- Throughout the year, the WRC travels the globe and takes in locations as diverse as New Zealand, Argentina, Monte Carlo, Kenya, Corsica, Australia and Finland. Drivers compete on road conditions as extreme as snow and ice, safari roads and through the forests of Wales.

## WRC Drivers and Manufacturers

- This year's line up offers no less than six former World Champions in Tommi Makinen, Colin McRae, Didier Auriol, Carlos Sainz, Marcus Grönholm and the reigning World Champion, Richard Burns.
- The Manufacturers taking to the stages this year include:
  - Subaru
  - Ford
  - Mitsubishi
  - Hyundai
  - Skoda
  - Peugeot
  - Citroen

## Super 1600

Designed to nurture young rally driving talent and for 2002 forms the Junior World Championship. Among the manufacturers supporting the WRC stars of tomorrow are Citroen, Ford, Fiat and MG.

## Broadcasting and Technology

- 'International Sportsworld Communicators' (ISC), media rights holders of the WRC, is repositioning world rallying to become the most technologically advanced spectator sport.
- In the last year, the global television audience has increased by a massive 25%, helped by new broadcast packages. In the UK, Channel 4's coverage has increased the WRC's audience by a staggering 212% during the first half of the year.
- Pioneering broadcast technology developed by Virtual Spectator has utilised the Global Satellite Positioning (GPS) data from each car to make the sport more television friendly.
- This year is the second of a five year deal with Sony Computer Entertainment to produce the official WRC game for the PlayStation 2 platform. The second evolution of the game, WRC Extreme launches in November of this year. **NB: For further information please contact Pennie Joyce at Jardine Communications on 020 8974 9111**

## Accreditation

- A copy of the accreditation application form will be posted on the Network Q Rally of Great Britain ([www.networkq.co.uk](http://www.networkq.co.uk)).
- Accreditation closes on October 14<sup>th</sup> and is restricted to a maximum of three applications per media outlet.

[www.networkq.co.uk](http://www.networkq.co.uk)

## Media Contacts:

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