

PACENOTES

THE JORDAN RALLY NEWSLETTER

Summer 2009



ALL roads lead to APRIL 2010!

Jordan's quest to become the long-term home for the FIA World Rally Championships (WRC) in the Arab World will take a huge step forward in April 2010 when it welcomes back one of the most exciting sporting extravaganzas for the second time.

Jordan Rally WRC will be held over the first weekend of April, following on from the hugely successful WRC event held in the Kingdom last year, which drew widespread acclaim from the motor sporting world.

And in a double boost for the region's drivers and fans, the Kingdom's Middle East Rally Champi-

onship round will be incorporated into the WRC programme, making it one of the biggest sporting and social events to be held in the region next year.

"I would like to thank the FIA President, Max Mosley, and the FIA World Council for allowing us to strengthen our position as a flagship partner for the WRC," said HRH Prince Feisal Al Hussein, Chairman of Jordan Motorsport. "We are going to be a part of an exciting 2010 championship which is already being heralded as a fresh beginning for the sport. Our message is clear and always has been;

Jordan considers itself as the Middle East's home for the WRC and we look forward to welcoming back the world's very best once again."

Jordan is one of 13 rallies confirmed on the calendar for next year, following Mexico as round three and joining the likes of Finland, Germany, Japan and Great Britain. The inclusion of the Middle East round into the itinerary means that local crews will be rubbing shoulders with the sport's legends, including multiple world champion Sebastian Loeb.

"Bringing these two events together provides a wonderful opportunity

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WRC
FIA WORLD RALLY
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for our local and regional stars to compete on the biggest stage of them all," added HRH Prince Feisal. "Rallying is one of the few sports where local competitors can come up against the very best and we hope this decision will provide the opportunity for our local drivers to gain invaluable experience."

Jordan Motorsport is currently working with WRC promoters ISC to plan one of the most spectacular motor sporting weekends ever held in the Arab World and will liaise with the FIA on how to technically incorporate both events over the same weekend.

While the final rally format will be finalised and submitted to the FIA by September 1, organisers are promising a spectacular cultural launch at one of the Kingdom's most incredible tourist attractions followed by a route that will showcase Jordan to a worldwide audience.

Earlier in the summer, the FIA World Council rubber stamped a new blueprint for the future of the WRC, including Jordan onto its 2010 calendar. A raft of additional amendments to the 2010 Sporting Regulations will ensure the WRC has the freedom to build on its core values while forging ahead in the areas of new media and entertainment, strengthening the qualities that have brought the sport millions of fans around the world.

The 2008 Jordan Rally WRC generated an estimated \$25 million for the local economy and a strong marketing campaign is being launched to encourage inward tourism for 2010.

WRC hotels announcement

In preparation to welcome the motor sporting world to Jordan from April 1-4, 2010, Jordan Motorsport has already secured 800 rooms at the spectacular Dead Sea.

The Jordan Rally WRC is based on the shores of the world-famous tourist and biblical site where hotel rooms are limited, but any potential shortfall has been eased by the announcement of the block booking.

The Dead Sea provides one of the world's most stunning sporting back-

drops with the service park, rally headquarters and hotels all located within a one-kilometre stretch.

To book early at the Dead Sea, contact Petra Travel & Tourism, exclusive room booking service for Jordan Rally WRC, through www.petratours.com or Tina Visale through tina.vasile@petratours.com. The company can also arrange meet and greet, visa facilitation, car rental and leisure tours to discover Jordan.

Rally guru signs up with Jordan

One of the most respected figures in the world of rallying has signed up as a consultant with Jordan Motorsport.

Fred Gallagher (right), the current clerk of the course with Wales Rally GB, will work alongside the talented Jordanian team of officials for the upcoming 2009 Middle East Rally Championship round and will continue through to the WRC event in April.

With several changes in place on the organising committee this year, Gallagher will ensure that the levels achieved at the Jordan WRC event in 2008 will be met and surpassed in 2010.

"I have made an initial visit to Jordan to look at the preparations and I have been pleasantly surprised at the stage we are at in terms of both the 2009 MERC and the WRC next year," he said. "I will be working with a dedicated Jordanian team of rally professionals who are deter-



mined to make 2010 Jordan Rally WRC an event to remember. It is a very exciting challenge."

Belfast-born Gallagher made a name for himself as a co-driver for the likes of Ari Vatanen, Bjorn Waldegrad and Juha Kankkunen before turning his hand to the administrative side of the sport over the past 10 years. Gallagher has also worked on a number of events across the world.



Jordan Rally WRC to crack US TV market

The 2010 Jordan Rally WRC will be seen in millions of U.S. households after the announcement of a television deal with HD Theater, Discovery Communication's premier high-definition network.

The one-year partnership, with the option to extend the U.S. broadcasters rights for up to four years, was secured by ISC, the exclusive worldwide media and commercial

rights holder for the FIA WRC.

The event will appear on HD Theater along with race previews and short-form content featuring news updates from each day of the rally will be made available to HD Theater. HD Theater is one of the most widely distributed high-definition services available in the United States and showcases a range of compelling racing events.

"This is tremendous news for Jordan as it underlines the work that ISC is doing in promoting the championship - and its host nations like Jordan - to a wide international audience," said HRH Prince Feisal.

The 2008 Jordan Rally WRC coverage reached an astonishing 160 countries in six continents, connecting with a television audience of hundreds of millions.