

PACENOTES

THE JORDAN RALLY NEWSLETTER

JUNE 2006



HRH Prince Feisal, flanked by the region's top competitors, makes Jordan's FIA WRC intentions clear

Jordan's Rallying Call

It took 12 months and hundreds of thousands of man hours to prepare but in the end Jordan can be proud of delivering one of the greatest motor sporting events ever staged in the Middle East.

With the decision looming on whether the Jordan Rally will be included on next year's FIA World Rally Championship calendar, the Middle East came together for a motor sporting weekend to remember as the Kingdom unveiled its new-look rally to the world.

With 80 per cent of new and renovated timed special stages, new rally headquarters on the banks of the Dead Sea and an entry field attracting all of the seeded FIA Middle East Championship drivers for the first time, the 2006 Jordan Rally set new standards for motor sport in the region in a united effort to impress the world governing body.

And rather than settle with what was on show, HRH Prince Feisal Al Hussein, Chairman of Jordan Motorsport, delivered one last promise to the VIP guest list which included former world champion Tommi Makinen as well as top FIA Officials.

He pledged: "Jordan wants to host a round of the FIA WRC and Jordan will do whatever it takes to bring this prestigious championship to the Middle East for the first time."

And judging by the response by the region's media, the Middle East is ready and waiting to become a key strategic partner for the FIA and its stakeholders.

Sixteen television stations covered the event - 12 of which came from other Middle East countries. A total of 180 media were accredited from 22 countries, including every single Middle East country spanning a cumulative regional population of 200 million Arab consumers with an

average age of 22 - a statistic sure to whet the appetite of the WRC manufacturers. So as Jordan waits for the FIA unveiling of the shortened 2007 and 2007/08 WRC calendars in the coming weeks, it can reflect on a rally that has launched a new era for the FIA Middle East Championship - and one that the Middle East desperately hopes will be included with the elite events of the world next year.

A Media Frenzy

- 180 accredited media from 22 countries
- 16 television crews from 12 countries
- Coverage reached 200 million Arabs
- Extensive print coverage in 270 Arab publications

Thanks for the memories...



"Jordan wants to host the FIA WRC and Jordan will do whatever it takes to bring the FIA WRC to the Middle East for the first time."

HRH Prince Feisal Al Hussein



"Jordan has got what it takes to make the WRC and it represents a market of 200 million consumers which few rallies can boast."

Sheikh Khalid Al Qassimi, (Sharjah)



"The rally is world class. Superb stages and organization. It definitely deserves to represent the Middle East on the FIA WRC."

Nasser Al Attiyah (Qatar), winner Jordan Rally 2006



"This event will change the face of rallying in the Middle East. The organizers have done an incredible job. The event is of the highest quality I have seen."

Sheikh Sohail Al Maktoum (Dubai)



"I have been blown away by Jordan this weekend. It is a fabulous country and rally."

Tommi Makinen, Former World Rally Champion



"Jordan has backed up its words with action. It is a top class event and ready for inclusion on the FIA WRC. It thoroughly deserves to be on."

Luis Moya, Subaru Sporting Director



"As a Jordanian, it would be one of the proudest days of my life to rub shoulders with the world's best drivers right here in my own country."

Amjad Farrah, third place Jordan Rally 2006



"The Middle East needs to be represented on the FIA WRC and Jordan has got what it takes. Strong leadership, rich motor sporting history and a world-class event."

Mohammed Bin Sulayem

