

PACENOTES

THE JORDAN RALLY NEWSLETTER

SPRING 2007



HRH PRINCE FEISAL BRIEFS GOVERNMENT MINISTERS AND BUSINESS LEADERS

WRC fever sweeps across the Kingdom

Jordan has been gripped by an outbreak of FIA World Rally Championship (WRC) fever as the Kingdom gears up to host one of the biggest sporting events that the Middle East has ever seen.

March 30, 2008 is the date on every Jordanian's lips when the Kingdom will welcome the world for the first Arab round of the prestigious championship. The event will showcase the Kingdom to a television audience approaching one billion.

It is Jordan's moment of truth and the benefits of hosting a successful event will be felt by every Jordanian the length and breadth of the Kingdom.

"It is a national initiative in which we can all play a part and we can all be proud of", said HRH Prince Feisal Al Hussein, Chairman of Jordan Motorsport. "The 2008 event will showcase Jordan positively to 150 countries across the world with up to 20,000 visitors expected to attend the rally itself. It will position the Kingdom as a safe and secure leisure and business destination for which the long term benefits are immeasurable."

Jordan Motorsport has been inundated by requests to become volunteers for the big event while the Prince himself has held briefings at the highest level with Government Ministers as well as the heads of Jordan's blue chip companies.

"In summary: Our tourism sites, our companies, and most importantly our people, will be seen in a positive light to an audience approaching one billion people across the world."

Jordan made history in October last year after the FIA World Council gave it the greenlight to host a round of the FIA WRC in the spring of 2008. It will be the first time that the championship has visited this region.

The news has sparked regeneration projects in several areas including the development of a new permanent service park at the Dead Sea as well as the new stages which are connecting isolated Bedouin settlements.

2007
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رالي الأردن RALLY

FIA
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RALLY
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