

Friday 15 January, 2010

## IRC LAUNCHES FREE IPHONE APPLICATION

With the start of the Monte-Carlo Rally drawing ever near, Eurosport Events, the promoter of the Intercontinental Rally Challenge, has today announced the launch of its new iPhone application: IRC Rally.

This application, which is free to download, allows all rally fans to catch up with all the latest news from the IRC and get up-to-the-minute information about the IRC rallies, drivers, teams and official standings.

In the fast-moving environment of rallying, every second counts: with live times from the stages and breaking news as it happens, the new IRC Rally application for iPhone is simply a must for every rally fan!

In addition to this live content, IRC Rally also features the latest pictures and provides iPhone users with practical information to map the location of the Service Park, book tickets and access the events' official websites.

As well as being a useful companion, IRC's latest communication tool is also adaptable and interactive: fans can modify the size of the text for their own reading comfort, share information and easily pass stories onto their friends by email or on Facebook.

With the IRC iPhone application, you too can become a part of the New Generation of rallying!

Available NOW free of charge on iTunes and at the App Store:

<http://www.apple.com/ipodtouch/features/app-store.html> or at [www.rally-irc.com](http://www.rally-irc.com)



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