



28 August 2009

RACMSA Rally of Scotland to Receive Live Premier Broadcast Coverage

A TV spectacular will mark the RACMSA Rally of Scotland, the eleventh and final round of this year's IRC calendar, due to take place on 19-21 November.

Following its ground-breaking coverage of the Monte Carlo Rally and Belgium Ypres Rally, the IRC promoter Eurosport Events, is delighted to announce innovative television production from this prestigious inaugural Rally of Scotland with four hours of live coverage.

Set in the picturesque countryside around Perth and Stirling – the 'Gateway to the Highlands' – the Rally of Scotland is perfectly suited to this innovative approach to broadcasting world-class rally action. Four of the stages will be produced live, giving viewers the opportunity to see more than four hours of action from the all-gravel stages, many of which have been dormant for more than 20 years.

"Producing rallying live is probably one of the most complex TV operations, but this is our ambition to continue giving viewers the opportunity to experience the excitement of the IRC directly as it happens." said Géraldine Filiol, Managing Director of Eurosport Events.

"We started the IRC season with our landmark coverage of the Monte Carlo Rally, and again at the mid-season point we brought the full experience of the Belgium Ypres Rally through a similar successful broadcast package. Once again we will build our coverage for Scotland around four live stages over the two days, including the impressive Loch Ard stage, which will mark the climax of the rally on its final night." she added.

This unmatched live action will enable rally fans to see all the action thanks to a unique international media coverage, including live extensive broadcasts on Eurosport's channels (Eurosport, Eurosport 2 and Eurosport Asia-Pacific), complemented by coverage on EurosportNews and Eurosport network of websites.

The RACMSA Rally of Scotland is set to draw all the major players in the series and a host of additional British talent. With the battle for the championship currently on a knife-edge after eight events in the series, Peugeot UK driver Kris Meeke leads Skoda Motorsport's Jan Kopecky by just three points, with the works Abarth driver Giandomenico Basso and the Peugeot Benelux star Freddy Loix hard on their heels. With the championship set to go down to the wire, a titanic battle can be expected in Scotland.

"The RACMSA Rally of Scotland is really getting back to the soul of great British events," said Andrew Coe, chief executive of event promoter International Motor Sports. *"With some of the most beautiful forests and parks in the country, and some of the most challenging special stages in the world it will make a spectacular event. For a proud rallying nation such as Scotland, this is the most important event to take place since the late Colin McRae won the world championship and I'm delighted that the IRC organisers are committed to bringing the closest possible experience of being there to millions of fans around the world."*

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Live Broadcast Plan for 2009 Rally of Scotland

Friday 20 November

09h45 - 10h45 SS2 « Craigvinean 1 » (21,40 km) - Live Eurosport

17h00 - 18h00 SS6 « Craigvinean 2 » (21,40 km) - Live Eurosport

Saturday 21 November

10h00 - 11h00 SS9 « Loch Ard 1 » (35,00 km) - Live Eurosport

15h00 - 16h00 SS12 « Loch Ard 2 » (35,00 km) - Live Eurosport

www.rallyscotland.tv

www.rally-irc.com

For more information please contact:

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- Ends -

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