

FOR IMMEDIATE RELEASE

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SUBARU JOINS THE INTERCONTINENTAL RALLY CHALLENGE

Eurosport Events, the promoter of the Intercontinental Rally Challenge, is delighted to announce that Subaru will join the IRC next year with the aim of supporting its customer competition business with the legendary Group N Impreza.

In the 2009 IRC season, seven manufacturers were represented with Abarth, Honda, Peugeot, Proton, Ralliart, Skoda and Volkswagen going head-to-head on spectacular events. The IRC series is designed not only to showcase these unique events through the use of innovative live television coverage, but also to provide competitors with an excellent promotional platform.

Marcello LOTTI, the IRC's General Manager, commented: *"We are very honoured to welcome Subaru competitors into the IRC family, which gets bigger and better. Subaru is an iconic name in motorsport, which has been a mainstay of customer competition for many years. Subaru's strategy fits in perfectly with the philosophy of the IRC and we are convinced that our series will offer Subaru teams plenty of success and strong international media exposure."*

Shigeo SUGAYA, Motorsports Director of Subaru added: *"We are very happy to join the IRC, a series that we have been keenly observing since its creation three years ago. The IRC provides an ideal arena to develop our customer competition activities. With approximately 1,000 Subaru cars rallying around the world, this is a great opportunity for our customers to take part in the famous rallies showcased by the IRC and to benefit from the excellent promotion that comes with it."*

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MANUFACTURERS



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RALLIART

