View online version

PRESS RELEASE

Paris, March 3rd, 2017

SILK WAY RALLY 2017: NEW ADVENTURE, NEW MARKETS, MOTORCYCLES IN 2018

Last night, the countdown of the 7th edition of the Silk Way Rally was launched in Paris. It will start from the Red Square on July 7th to join the city of Xi'An on July 22nd, after 14 stages through Russia, Kazakhstan and China.

#RoadToXian

During a presentation party organized near the Champs Elysees, many guests, competitors, members of the federations, media and partners of the Silk Way Rally got the possibility to meet and exchange, 125 days ahead of the start podium.

Moscow - Xi’an from July 7-22, 2017.

NEWS OF THE DAY: INTEGRATION OF MOTORCYCLES IN 2018

The idea had been growing for a long time already and the decision has been taken: the motorcycle category will be integrated from the 2018 edition.

This decision, expected by many manufacturers, teams and riders, will enable the Silk Way Rally to take another step. Absent since the 1st edition in 2009, bikes will be on the start podium in 2018.

Selection criteria and registration procedure will be communicated to the competitors of the Motorcycle category in September 2017.

#SilkWay2018

2017 LINE-UP, FIRST NEWS

PEUGEOT SPORT have officially confirmed their presence on the Silk Way Rally 2017 by entering 3 cars driven by **PETERHANSEL, LOEB** and **DESPRES.**

A 2017 edition that will also welcome **NASSER AL ATTIYAH** and his copilot MATHIEU BAUMEL, serious contenders for victory too.

An exceptional edition where the many amateurs about to register will be able to fight against the best crews of the discipline.

#SilkWay2017

QUOTES

Frédéric Lequien - Deputy Director Silk Way Rally

“The rally-raid community has come together tonight in Paris. The enthusiasm generated from this presentation shows how important the Silk Way Rally has become in just a few years. For 2017, we have to build upon last summer’s enormous success. And, believe me, we are working flat out to organise an unforgettable rally. While it is a sporting adventure it is also the chance to discover stunning scenery in Russia, Kazakhstan and China. Now, all that is left is to see you at the start this coming July 7 in Moscow!”

Luc Alphand, Sports and Competitors’ Adviser

"The 2017 route will be grandiose, with a variety of incredible landscapes, tracks, off-track, steppe, mountain and of course the Gobi desert ! Silk Way Rally DNA is discovery and adventure. Competitors will be delighted."

Bruno Famin - Director Peugeot Sport

“The 2017 Silk Way Rally is attractive in both its geography and place on the racing calendar. The marathon format is another opportunity for Peugeot Sport to demonstrate its competitiveness in rally-raid on a very long and interesting event in which we will enter three crews. The goal is to have a Peugeot DKR 3008 triumph. Russia and China are very important markets for Peugeot…”

Stéphane Peterhansel - Driver Peugeot Sport

“The Silk Way Rally has everything we expect from a major rally-raid with fantastic stages, challenging terrain and an organisation on par with the biggest events of the season. My accident in 2016 let me experience this rally in a different way. I would really like to add this extraordinary rally to my list of accomplishments.”

Cyril Despres - Driver Peugeot Sport, defending champion

“For sure the 2017 Silk Way Rally will have a special meaning for us. The 2016 edition was our first major victory on four-wheels and when taking a look at the competition that we will face this year, it is not a given that we will repeat, but we will do everything we can to take the win!”

Tobias Quandt - Team manager X-Raid

“Our project is to enter several MINI Countryman for the 2017 Silk Way Rally. Our customers are interested, but we will also line-up several of our lead drivers to compete for the best possible result on this major rally that we now believe is one of the most important of the year.”

Jean-Marc Fortin - Team Manager Overdrive Racing

“In consultation with Team Toyota Gazoo Racing, we are very seriously considering entering, once again, several cars in the Silk Way Rally. The challenge is impressive and, in this context, we hope to announce something very positive very soon!”

Christian Lavieille - Driver

Christian Lavielle - Driver

“I was really disappointed not to participate in the 2016 edition. But while I can’t say more, I can confirm I will be at the start of the 2017 Silk Way Rally with a major constructor! An official announcement will be made in a few weeks...

Antoine Morel - Team Manager MD Rallye Sport

“Our Optimus Buggy demonstrated its potential on the 2016 Silk Way Rally. In all, I think we will have four Buggy at the start on July 7 in Moscow.”

AN INTERNATIONAL PROJECT WITH ECONOMIC ISSUES, SYNONYM OF NEW MARKETS

This party was also an opportunity to recall the stakes of the tracks towards the East with its new attractive markets, for which the rally is a powerful vector of notoriety allowing to conquer coveted market shares.

The Moscow-Xi'an project enjoys the highest level of support in the Russian Federation, Kazakhstan and the People's Republic of China, which makes the Silk Way Rally a prominent international sporting event, followed by media throughout the world.

XXL TV AUDIENCES

Beyond the international spin-offs, media coverage of the Silk Way Rally 2016 in Russia, Kazakhstan and China has met expectations.

196 countries broadcast the images of the Rally in 2016.

Editorial tools dedicated to the race and set up by Chinese media such as CCTV, HUNAN TV, SHANGAI TV and the online platform of LETV SPORTS have given the rally an XXL coverage. Also, no less than 60 million unique visitors log on every day on LETV SPORTS.

Audience figures are at the country's scale.

This exposure will be reinforced in 2017 as FB LIFE, the first Chinese digital platform dedicated to the automotive sector, becomes an official partner of the rally. FB Life has 10 million members and an audience of nearly 100 million visitors.

FAITHFULL PARTNERS

GAZPROM, RALLY'S MAIN PARTNER

Sponsor since the first edition of the Silk Way Rally in 2009, the Russian company PJSC Gazprom is engaged on the event as a main partner for a minimum of two years.

TOYOTA

TOYOTA has renewed their partnership with the Silk Way Rally for the second consecutive year as « official vehicles » of the organization.

Because of their unique design and capabilities, TOYOTA all-terrain vehicles have proved their extraordinary resistance on Russian, Kazakh and Chinese roads during the various reconnaissances and the rally. TOYOTA, which symbolizes technical and technological confidence, has been supplying official Silk Way Rally cars since 2016, to accompany the rally on its roads and wild tracks.

2017 SILK WAY RALLY Program

10th January 2017 Opening of registration – Start of reduced fee

4th April 2017 Start of standard fee

1st June 2017 Closure of registration

5th and 6th July 2017 Administrative checks and scrutineering in Moscow

7th July 2017 Start podium on the Red Square in Moscow

8th to 22nd July 2017 14 legs 1 rest day

16th July 2017 Rest day in Urumqi

22nd July 2017 Prize giving in Xi'an

📂 Official contents are on DROPBOX 📂

Photos/Videos/Press Kit

DROPBOX RIGHT HERE

MEDIA CONTACTS:

International media director
Chris Rodrigo
crodrigo@silkwayrally.ru

Russia media director
Erik Khayrullin
media@silkwayrally.ru

China media director
Kathy Li
kathylihui@silkwayrally.ru

DIGITAL

The Silk Way Rally is present on all social media, Facebook, Twitter, Instagram and YouTube, but also on Weibo, in China and VK, in Russia.

This e-mail has been sent to , click here to unsubscribe.

Kick Com Agency