



SILK WAY 2018 RALLY

丝绸之路拉力赛

**"Russian Radio" is the general radio partner
of rally marathon "Silk Way-2018"**



As part of the work on information coverage of the international «Silk Way Rally», an agreement was concluded to continue strategic cooperation with the leading Russian-language radio station of the country-«Russian Radio», which, like in the last year, became the general radio partner of the international rally marathon.

Last year, at the wheel of a sport car, the popular leader of the «Russian Radio» Max Orlov overcame the entire race distance, of almost 10 thousand kilometers.

The large-scale advertising campaign for 2018 in radio (with a daily audience of about 14 million people) includes both direct advertising and specially prepared materials for the radio station, dedicated to the preparation for the race, the features of the rally route, as well as daily broadcasts from the bivouacs within the race.

In 2018, the route of the rally will be held in the opposite direction to the route of last year - it will start in China's Xian, from where the historical Silk Road began, and it will be substantially updated: the priority for rally-raids landscapes and the length of the lanes (road sections) will be substantially reduced.

The expansion of cooperation with «Russian Radio» is an integral part of the comprehensive plan to increase the visibility of the «Silk Way Rally» in the priority Russian media.

