



# SILK WAY 2018 RALLY 丝绸之路拉力赛



## Silk Way Rally to boost its domestic and international television coverage for its 2018 event.

The Silk Way rally 2018 will benefit from a large worldwide TV coverage once again, including broadcasts in Europe, the Asia Pacific region, Africa and the Americas.

Silk Way Rally Directore, promoter of the synonymous cross-country rally, which will start on July 20<sup>th</sup> from Astrakhan and with its finish ceremony at the Red square in Moscow on 27<sup>th</sup> of July, is delighted to announce that in 2018 the event will receive an extended domestic and international TV coverage, with the signing of new deals in strategic markets.

In Russia, six television broadcasters have signed agreements for the domestic coverage in Russia such as Match TV, Russia 24, NTV, Match arena, Auto 24 and Motorsport TV Russia.

In Mainland China, three free to air television broadcasters will air the Start and finish ceremonies as well as highlights of the spectacular cross-country rally respectively on: CCTV 5, XI'AN Sports, TDM, Macau Cable TV, LETV, and Guangdong TV.

In addition, Euronews and Motorsport TV have signed media partnership agreements and they will report on daily basis, their news, and dedicated content from the heart of the action and drama of the event.

A selection of further new deals for 2018 have been secured in Norway (TV2), Greece (Star and ERT), South America (Fox Sports), Australia (Fox Sports), New Zealand ( TV 3 ), Pan Africa (Africa XP), India (Sony – Ten Sports), Czech Republic (SportTV), Hungary ( SportTV and RTL Klub), Croatia (SPTV), Spain TVE, Catalonia (TV3) , Middle East (Dubai Sports), USA ( Mav TV ) plus global news syndication via Reuters, SNTV, EVS and AFP.

This will enable Silk Way Rally to reach not only the motorsport fan community but also a larger base through this extensive television coverage in the biggest automotive market in the world.

**Frederic Lequien Deputy Director** of the event said: “we are very pleased to note that the TV coverage of Silk Way Rally is growing all over the world. Silk Way Rally has proven that it is not only a great sporting cross-country competition, but also a powerful communication platform for leading brands, especially through extensive broadcast coverage. We are confident that this year’s event will deliver another success story in terms of reach and exposure around the world, building on past successes.”

