

WRC

FIA WORLD RALLY
CHAMPIONSHIP



2010 FACT BOOK

ANTHROPIC MOTORSPORT ADVENTURE

.04 - .05

.06

.07

.08 - .09

.10 - .11

.12

.13 - .17

.18 - .19

.20 - .23

.24

.25

.26 - .27

.28 - .29

back cover

CONTENTS

Foreword from the CEO

What is WRC?

WRC Season Calendar

Teams & Drivers

2009 Results

Fans & Supporters

Television

Digital

Commercial - Sponsorship & Licensing

Gaming

Manufacturers & Events

Support Championships

Media & PR

Contacts



S 28°25.821'
E 153°32.177'



direction to follow



From the CEO

2009 followed the recent trend of rapid change and innovation in the global sports and entertainment industry. Not only do people nowadays have a vast selection of ways to spend their leisure time, but advances in technology - allied to an explosion of channel choice and programming - have resulted in a bewildering social and media landscape.

North One Sport, in its capacity as the FIA World Rally Championship's (WRC) first ever global Promoter, is keenly aware of the need to form longer term mutually rewarding relationships with stakeholders, commercial partners and, critically, our lifeblood - the fans.

The past 12 months have been characterised by continued progress in the way we package and communicate WRC to reach out to an increasingly global community of fans. In fact, during 2009 WRC was aired on no less than 264 broadcast channels in over 120 countries worldwide. Moreover, WRC TV programming was watched by a total cumulative audience of over 570 million with a massive 62 million of those viewers tuning in to watch the championship decider in Rally GB. In relative terms 2009 saw an increase in the average audience per event of +13% year on year to 47.6 million, whilst over 5,185 hours of WRC dedicated coverage were broadcast during the course of the year.

We believe that WRC is the sport for the digital age. WRC is data rich creating hundreds of hours of footage and acres of information including timings, GPS and results. A digital approach to WRC is key to how we satisfy our fans' insatiable appetite for more coverage, more data and more facts.



S 28°25.821'
E 153°32.177'

During the past year our digital partnerships, especially those in social media, have grown from strength to strength including 90,000 fans registered on our Facebook site and an average of 200,000 monthly views on youtube.com/WRC. In addition, WRC.com attracted almost 5 million absolute unique users from 224 territories and served a staggering 29 million videos.

The support championships continue to form the perfect ladder of opportunity to the WRC. 2010 boasts 42 registered entrants, over 30 nationalities and 7 different manufacturers all adding extra flavour to the events. 2010 is particularly exciting due to the introduction of the new SWRC series for Super2000 - hailed as the category of the future being the chassis on which forthcoming WRC cars will be based.

Looking forward, North One Sport will be focusing its media and marketing efforts on showcasing the uniquely spectacular drama and adventure of WRC. Encapsulating the new brand positioning as an "Epic Motorsport Adventure", the emphasis will be on projecting the sport's distinctive brand values which make WRC so unique and entertaining; key ingredients which everyone from the FIA, to Organisers, Manufacturers and the sport's huge army of fans, can identify with the world over.

Simon Long
CEO, North One Sport Ltd



**AN EPIC MOTORSPORT ADVENTURE BRINGING YOU
THE WORLDS GREATEST DRIVERS**

The FIA World Rally Championship is one of the most diverse, exciting and gruelling motorsports in the world. Sanctioned by the Federation Internationale de l'Automobile (FIA), the WRC is the highest level of non-circuit motorsport with a rich heritage dating back to the 1970s.

World rallying takes your breath away. It's an intensely time competitive sport that demands performance under pressure. It's energetic, exciting, uncompromising and action-packed. In fact, it's probably the greatest motorsport adventure on earth characterised by qualities like skill, courage, passion, endurance and the ability to rapidly adapt to changing environments and challenging conditions – time after time.

A unique partnership of driver and co-driver face a constant battle against the elements and the WRC is purposely constructed to test teams in different conditions from snow and ice to gravel and asphalt. From the vertigo-inducing mountains of the Argentine Andes, through the snow-bound forests of Sweden, to the lowest point on earth at Jordan's Dead Sea, all events deliver vastly different challenges. Throughout the WRC season the teams experience every imaginable driving condition, terrain and culture as the epic adventure unfolds against the dramatic backdrop of some of the worlds most spectacular landscapes.

Trophies are awarded in three separate categories: drivers, co-drivers and manufacturers. In 2009 teams competed for the WRC crown at 12 events taking place in 12 different countries around the world. Typically each rally is a three day event consisting of multiple special stages totalling 350km+. Special Stages are timed sprint sections taking place on closed public roads or tracks over distances up to 50km in length.

World Rally cars look like their road-going models but inside they contain a number of specific parts designed to improve performance and safety. The WRC features real cars on real roads with driver and co-driver locked in a race against the clock. When it works the harmony of man and machine is beautiful and awe-inspiring to witness but nature is unpredictable and when it intervenes chaos unfolds with a half-million pound car tumbling down the side of a mountain.

It's a reality check that does not encourage sporting prima donnas. Instead WRC creates a rolling soap opera of accessible superstars interacting with their fans and providing unprecedented access into their adrenalin-fuelled adventures.

2010 CALENDAR

- .01: Rally Sweden**
12 - 14 February
- .02: Corona Rally Mexico**
5 - 7 March
- .03: Jordan Rally**
1 - 3 April
- .04: Rally of Turkey**
16 - 18 April
- .05: Rally New Zealand**
7 - 9 May
- .06: Vodafone Rally de Portugal**
28 - 30 May
- .07: Rally Bulgaria**
9 - 11 July
- .08: Neste Oil Rally Finland**
29 - 31 July
- .09: ADAC Rally Deutschland**
20 - 22 August
- .10: Rally Japan**
10 - 12 September
- .11: Rallye de France**
1 - 3 October
- .12: RACC Rally de Espana**
22 - 24 October
- .13: Rally of Great Britain**
11 - 14 November



2010 sees the FIA World Rally Championship calendar increased to 13 events extending the global reach to cover five continents - Europe, Australasia, North America, Asia and the Middle East.

Rally GB, Portugal, Finland and Spain carry over from 2009 and are joined by returning events in Sweden, Jordan, Mexico, Turkey, New Zealand, Germany, Japan and France. 2010 will be the first time that Bulgaria has hosted the WRC.

When combined these events provide an exciting mix of destinations, cultures and unique challenges for the Championship. The 2010 calendar fully illustrates the broad texture of the WRC, testing the skill of the drivers across varying terrains and environments, and pushing the cars and teams to their limits.

- RALLY IRELAND**
29th January - 1st February
- RALLY NORWAY**
12th February - 15th February
- FX PRO RALLY CYPRUS**
12th March - 15th March
- VODAFONE RALLY DE PORTUGAL**
2nd April - 5th April
- RALLY ARGENTINA**
23rd April - 26th April
- RALLY D'ITALIA SARDEGNA**
21st May - 24th May
- ACROPOLIS RALLY OF GREECE**
11th June - 14th June
- ORLEN PLATINUM 66TH RALLY POLAND**
25th June - 28th June
- NESTE OIL RALLY FINLAND**
30th July - 2nd August
- REPCO RALLY AUSTRALIA**
3rd September - 6th September
- RALLYRACC CATALUNYA - COSTA DAURADA**
1st October - 4th October
- WALES RALLY GB**
22nd October - 25th October





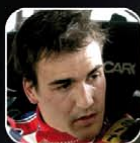
CITRÖEN TOTAL WORLD RALLY TEAM

Based: Versailles, France
Team Principal: Olivier Quesnel
Manufacturers' titles: 2003/04/05, 2008
Team website: www.citroen-wrc.com
2010 car: Citroën C4 WRC
2010 drivers: Sebastian Loeb, Daniel Sordo



Sebastian Loeb

Aiming for a record breaking seventh World Rally Championship title in 2010
Nationality: French
Co-driver: Daniel Elena
Championship titles: WRC Drivers' Champion 2004, 2005, 2006, 2007, 2008 & 2009.
FIA Super 1600 Drivers' Cup Champion in 2001



Daniel Sordo

Third in last year's title fight and striving to achieve his maiden WRC victory
Nationality: Spanish
Co-driver: Marc Martí
Championship titles: FIA Junior World Rally Champion 2005



CITRÖEN JUNIOR WORLD RALLY TEAM

Based: Versailles, France
Team Principal: Benoit Nogier
Team website: www.citroen-wrc.com
2010 car: Citroën C4 WRC
2010 drivers: Sebastien Ogier, Kimi Raikkonen



Sebastien Ogier

Junior World Rally Champion in 2008, rising star Ogier returns for his second season with the Citroën Juniors
Nationality: French
Co-driver: Julien Ingrassia
Championship titles: J-WRC Champion 2008



Kimi Raikkonen

This year the 2007 Formula One world champion has swapped his Ferrari for a Citroën World Rally Car
Nationality: Finnish
Co-driver: Kaj Lindström
Championship titles: 2007 FIA Formula One World Drivers' Champion



BP FORD ABU DHABI WORLD RALLY TEAM

Based: Cumbria, England
Team Principal: Malcolm Wilson
Manufacturers' titles: 2006, 2007
Team website: www.wrcford.com
2010 car: Ford Focus RS WRC
2010 drivers: Mikko Hirvonen, Jari-Matti Latvala, Khalid Al Qassimi



Mikko Hirvonen

Championship runner-up in 2008 and 2009 and lead driver at the BP Ford Abu Dhabi World Rally Team
Nationality: Finnish
Co-driver: Jarmo Lehtinen
Championship titles: None



Jari-Matti Latvala

The youngest driver to win a World Rally Championship event (Rally Sweden 2008)
Nationality: Finnish
Co-driver: Miikka Anttila
Championship titles: None



Sheik Khalid Al Qassimi

Abu Dhabi rally star Al Qassimi is tackling his third season with BP Ford Abu Dhabi World Rally Team
Nationality: United Arab Emirates (Abu Dhabi)
Co-driver: Michael Orr
Championship titles: FIA Middle East Rally Champion 2004



STOBART M-SPORT FORD RALLY TEAM

Based: Cumbria, England
Team Principal: Malcolm Wilson
Team website: www.stobartmotorsport.com
2010 car: Ford Focus RS WRC
2010 drivers: Henning Solberg, Matthew Wilson



Matthew Wilson

British youngster Matthew Wilson is hoping to follow in the footsteps of former World Champions Colin McRae and Richard Burns
Nationality: British
Co-driver: Scott Martin
Championship titles: None



Henning Solberg

Flying the flag for Norway, Henning is back for his fourth season in a Ford Focus World Rally Car
Nationality: Norwegian
Co-driver: Ilka Minor
Championship titles: None



PETTER SOLBERG WORLD RALLY TEAM

Based: Norway
Team Principal: Ken Rees
Team website: www.pettersolberg.no
2010 car: Citroën C4 WRC
2010 drivers: Petter Solberg



Petter Solberg

The 2003 World Champion goes it alone again in 2010 - but this time he's got the same car as Sebastian Loeb
Nationality: Norwegian
Co-driver: Phil Mills
Championship titles: FIA World Driver Champion 2003



MONSTER WORLD RALLY TEAM

Based: Cumbria, England
Team Principal: Derek Dauncey
Team website: www.monsterworldrallyteam.com
2010 car: Ford Focus RS WRC
2010 drivers: Ken Block



Ken Block

Extreme sportsman and internet movie star, US rally driver Block steps up to the world stage in 2010
Nationality: American
Co-driver: Alex Getsomino
Championship titles: none



MUNCHI'S FORD WORLD RALLY TEAM

Based: Cumbria, England
Team Principal: Martin Christie
Team website: www.munchies.com.ar
2010 car: Ford Focus RS WRC
2010 drivers: Federico Villagra



Federico Villagra

The seven times Argentinean champion is the mainstay of the Munchi's Ford World Rally Team
Nationality: Argentinean
Co-driver: Jorge Perez Companc
Championship titles: Argentinean Champion 2002-2008

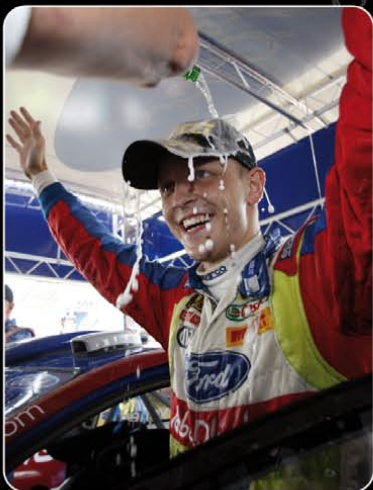
2009 DRIVERS' CHAMPIONSHIP STANDINGS

POS	DRIVER	NAT	TOTAL	IRE	NOR	CRY	POR	ARG	ITA	GRE	POL	FIN	AUS	SPA	GBR
1	Sébastien Loeb		93	10	10	10	10	10	5	R	2	8	8	10	10
2	Mikko Hirvonen		92	6	8	8	8	R	8	10	10	10	10	6	8
3	Daniel Sordo		64	8	4	5	6	8	0	0	8	5	6	8	6
4	Jari Matti Latvala		41	0	6	0	R	3	10	6	R	6	5	3	2
5	Petter Solberg		35	-	3	6	5	R	6	R	5	R	-	5	5
6	Henning Solberg		33	5	5	0	4	6	1	0	6	0	2	0	4
7	Matthew Wilson		28	2	2	4	R	4	3	0	4	1	3	2	3
8	Sébastien Ogier		24	3	0	R	0	2	R	8	R	3	4	4	R
9	Federico Villagra		16	-	-	2	2	5	R	5	-	0	1	1	-
10	Conrad Rautenbach		9	0	R	3	R	R	0	4	1	R	R	0	1
11	Mads Østberg		7	-	0	-	3	-	2	2	R	R	-	-	R
12	Khalid Al-Qassimi		6	1	-	1	1	-	0	3	-	0	0	0	0
13	Evgeny Novikov		4	-	0	R	R	-	4	0	0	R	-	0	-
14	Chris Atkinson		4	4	-	-	-	-	-	-	-	-	-	-	-
15	Matti Rantanen		4	-	-	-	-	-	-	-	-	4	-	-	-
16	Krzysztof Holowczyc		3	-	-	-	-	-	-	-	3	-	-	-	-
17	Jari Ketomäa		2	-	-	-	-	-	-	-	-	2	-	-	-
18	Urmo Aava		1	0	1	-	-	-	-	-	-	-	-	-	-
19	Nasser Al-Attiyah		1	-	0	0	0	1	0	X	-	0	-	-	R
20	Lambros Athanassoulas		1	-	-	-	-	-	-	1	-	-	-	0	-

Drivers' table notes:

Drivers' championship points were allocated to the top eight finishers on every round on a 10-8-6-5-4-3-2-1 basis.

Points scored on each rally are shown on the table. (Excl) excluded; (R) retired. Rallies completed, but outside the points, are written as (0)



THE STORY OF 2009...

The 2009 World Rally Championship season will be remembered for new rallies, new drivers and new teams but, above all, for the thrilling title scrap between Sebastien Loeb and his arch rival Mikko Hirvonen.

The 12 round season turned out to be a WRC classic with the two team leaders involved in a duel that went right to the wire. Loeb started well with a win in Ireland and after four more straight victories another world title began to look like a foregone conclusion. Trailing Loeb by 20 points after the fifth round, Hirvonen had all but given up on his title bid before his fortunes began to turn around. A puncture for Loeb in Italy marked the start of a remarkable comeback for Hirvonen which included a run of four consecutive victories.

The fight went right to the end with Hirvonen holding a single point advantage as the series reached the last round in Wales and the closest finale since 2003. In the end Loeb pulled out all the stops to take his sixth consecutive title by a single point, while Hirvonen underlined his position as a true title contender for 2010.

2009 MANUFACTURERS' CHAMPIONSHIP STANDINGS

POS	TEAM	MANUFACTURER	TOTAL	IRE	NOR	CRY	POR	ARG	ITA	GRE	POL	FIN	AUS	SPA	GBR
1	Citroën Total World Rally Team		167	18	14	16	16	18	8	4	12	13	14	18	16
2	BP Ford Abu Dhabi World Rally Team		140	8	14	10	8	3	18	18	10	16	15	10	10
3	Stobart VK M-Sport Ford Rally Team		80	8	8	6	5	10	7	5	11	4	5	4	7
4	Citroën Junior Rally Team		47	5	2	4	0	2	5	6	5	4	4	5	5
5	Munchi's Ford World Rally Team		23	-	-	3	4	5	0	6	-	2	1	2	-

Four teams contested the 2009 WRC manufacturers' championship. Teams nominate two cars per rally to score points and the points were allocated to the top eight nominated cars on a 10-8-6-5-4-3-2-1 basis.



WRC FANS & SUPPORTERS

63% of WRC fans are aged between 16 and 34

90% of WRC fans are male

65% of WRC fans are European

40% have visited a rally in the last 12 months

Predominantly **ABC1** mid to high income



Two thirds had a better opinion of brands involved with WRC

Over a third of fans claim they were strongly influenced by a brands involvement in WRC

Approximately **1 in 2** fans claim that their choice of car would be strongly influenced by WRC

Fans regard WRC as **skillfull**, exciting, **challenging**, involving, honest and **realistic**

65% have followed the sport for 5 years or more

8 in 10 fans claim they are extremely interested in the sport

2.5 million spectators attending events in 2009*



TELEVISION SUMMARY

In 2009 WRC aired on 264 broadcast channels in over 120* countries worldwide with a total audience of over 570 million - of which a massive 62 million tuned in to watch the nail-biting decider unfold as the championship went down to the wire at Rally GB.

2009 saw an increase in the average audience per event of +13% year on year to 47.6 million. Over 5,185 hours of WRC dedicated coverage were broadcast with an emphasis on delivering high quality pictures and innovative camera angles. Now more than ever the TV product delivers the stunning visual locations and conditions that make WRC so distinctive and combines them with the emotionally charged relationships of the fans, teams and drivers to deliver compelling coverage. Filmed in the most challenging conditions, WRC delivers unique and absorbing content putting the viewer at the heart of the action.

The WRC TV portfolio now includes live televised stages, event highlights, preview shows, event magazine shows, news edits, PWRC and JWRC highlights, plus a growing catalogue of archive based programmes available. Broadcasters wanting to produce their own bespoke programmes are also supported on event with footage and own language interviews, as well as camera and editing facilities.



For 2010 WRC TV will produce over 58 hours of content during the season with additional live stages produced and distributed worldwide. WRC fans around the world can look forward to even more coverage of their favourite stars with the announcement of a range of new television agreements. These include 5 year deals with MTV3 in Finland, Network 10 and One HD in Australia. Multi-year agreements have also been reached in important territories including Italy (RAI), Scandinavia (Viasat), Portugal (Sport TV), France (Orange and Motors TV), the USA (Discovery), China (national and regional broadcasters) and the Middle East (Abu Dhabi TV).

A selection of further new deals for 2010 have been secured in France (TF1 and France Television), Greece (SKAI), South America (Fox Sports), New Zealand (Sky TV), the UK (Dave and S4C) plus global news syndication via Reuters and SNTV. A number of additional agreements are expected to be announced during the year.

* Number of countries is estimated due to pan-regional agreements

2010 PROGRAMME INVENTORY

Shakedown: 13 x 26' Event Previews

WRC Event Highlights: 13 x 52' programmes

WRC Daily Highlights: 3 x 26' per event

WRC News Edits: 3 x 5' per event

Rally World: 13 x 26' programmes

WRC: The Story So Far: 52' Mid Season Review

WRC: 2010 Season Review: 52' programme

JWRC 2010 Season Review: 52' programme

PWRC 2010 Season Review: 52' programme

Live Programming - as available throughout the season

Archive programmes - list available on request



2009 BROADCAST LIST

COUNTRY

BROADCASTER

Albania	Digit-ALB
Argentina	Canal 12 Canal 7 Fox Sports TYC Sports Fox Sports 1 Fox Sports 2 Fox Sports 3 LBC Australia Network 1 HD Network Ten SBS Sky Sports ORF 1 ORF 2 BCB Bahrain TV ESPN Star Sports CBC BETV RTBF 1 RTBF 2 BBC IKO MREZA + RTRS BTV ESPN TV Cultura TV Esporte
Australia	Astro Astro Supersport Brunei TV ESPN Star Sports Ring TV RDS Rogers Sportsnet Canal 13 Fox Sports Beijing TV CCTV 5 Chongqing TV Fujian TV ESPN Star Sports Great Sports Channel Guangdong TV Huebi TV Jiangsu City Jiangxi TV Lianoning TV Shangdong TV Shanghai TV Shanxi TV Shenzhen TV Fox Sports Canal 6 Net TV Alfa CYBC 2 CT4 Galaxie Sport Sport 1 RTNC2 Viasat Sports Equatoriana - Cablevision
Austria	ORF 1 ORF 2 BCB Bahrain TV ESPN Star Sports CBC BETV RTBF 1 RTBF 2 BBC IKO MREZA + RTRS BTV ESPN TV Cultura TV Esporte
Bahamas	
Bahrain	
Bangladesh	
Barbados	
Belgium	
Bermuda	
Bosnia-Herzegovina	
Botswana	
Brazil	
Brunei	
Bulgaria	
Canada	
Chile	
China	
Colombia	
Costa Rica	
Croatia	
Cyprus	
Czech Republic	
Democratic Republic of Congo	
Denmark	
Ecuador	

COUNTRY

BROADCASTER

Ethiopia	ETV
El Salvador	Canal 12 TV2 Channel 4 Finnish Sports Channel MTV3 MTV3 MAX Nelonen Urheilukanava YLE 2 Canal + Direct 8 France 2 France 3 M6 Sport + TF1 Eurosport Germany RTL TV3 GBC ERT Supersport GBN Canal 13 Canal 45 ESPN Star Sports TV8 IKO Sport 1 SVN Sport NEO Sports ESPN Star Sports Zee Sport Astro ESPN Star Sports O Channel Buzz TV RTE 2 Setanta Sports IBA Sport 5 Canale 11 RAI Rete8/Vga Sky Italia Videoregione TV2 Gaora Gifu Broadcasting J Sports JTV Seven Stars KBC KSNB TU Sport Xsport Al Rai TV Kuwait TV LBC LBC Sat Lesotho TV Channel 5 BETV ESPN Star Sports TDM
Finland	
France	
Germany	
Ghana	
Gibraltar	
Greece	
Grenada	
Guatemala	
Honduras	
Hong Kong	
Hungary	
Iceland	
India	
Indonesia	
Ireland	
Israel	
Italy	
Ivory Coast	
Japan	
Jordan	
Kenya	
Korea	
Kuwait	
Lebanon	
Lesotho	
Lithuania	
Luxembourg	
Macau	

COUNTRY

BROADCASTER

Macedonia	Nasha TV
Malaysia	Astro Astro Supersport ESPN Star Sports TVM MBC Fox Sports MX52 Channel 1 2M TV Mozambique ESPN Star Sports RTL7 Maori TV Prime TV Sky Sports 1 Sky Sports 2 Sky Sports 3 Silverbird TV NRK 1 NRK 2 Sport N Oman TV ESPN Star Sports Geo TV CSN GTV Mnet Supersport 1 Supersport 1A Supersport 2 Supersport 2A Supersport 5 Supersport 5A Supersport 6 Supersport 6A Supersport 7 Supersport 7A Supersport 10 Supersport Maximo 1 Supersport Maximo 2 ART Fox Sports Middle East Future TV Orbit Showtime Ten Sports Eurosport Asia Neo Sports ESPN Classic Eurosport Eurosport 2 Motors TV Al Dawri Al Kass Al Jazeera ART Kuwait TV Canal + Nordic ESPN Star Sports Telefuturo Fox Sports Telefonica Balls Creative Programmes ESPN Star Sports Solar Sports
Malta	
Mauritius	
Mexico	
Mongolia	
Morocco	
Mozambique	
Nepal	
Netherlands	
New Zealand	
Nigeria	
Norway	
Oman	
Pakistan	
Pan Africa	
Pan Arab	
Pan Asia	
Pan Europe	
Pan Middle East	
Pan Scandinavia	
Papua New Guinea	
Paraguay	
Peru	
Philippines	

COUNTRY

BROADCASTER

Poland	Polsat TV4 RTP1 RTP2 RTPN Sport TV Sport TV 1 Sport TV 2 Sport TV 3 Al Dawri Al Kass Qatar TV Realitatea TV Sport 1 AutoPlus NTV + Channel 2 ESPN Star Sports Starhub Supersport Sport 1 MNet Supersport OBS Gyeongin TV ORF 33 Esports K3-33 La 2 Teledeporte TV3 TVG ESPN Star Sports Swazi TV Viasat Sports ESPN Star Sports ESPN Star Sports Hanibal Dspor NTV TVS Abu Dhabi tv WBS Megasport Sport 1 BBC Wales British Eurosport Dave Discovery Turbo Men & Motors Motors TV Sky Sports S4C Canal 12 America One Discovery - HD Theatre Ebru TV Sorpresa TV V-Me Meridiano Sport Plus ESPN Star Sports ZNBC British Forces Reuters TransWorld Sport SNTV Omnisport
Portugal	
Qatar	
Romania	
Russia	
Samoa	
Singapore	
Slovakia	
South Africa	
South Korea	
South Tyrol	
Spain	
Sri Lanka	
Swaziland	
Sweden	
Taiwan	
Thailand	
Tunisia	
Turkey	
United Arab Emirates	
Uganda	
Ukraine	
United Kingdom	
Uruguay	
USA	
Venezuela	
Vietnam	
Zambia	
Worldwide	

TOTAL AUDIENCE: 570,998,280

AVERAGE AUDIENCE BY RALLY: 47.6 MILLION
(+13% YEAR ON YEAR)

TOTAL BROADCASTERS: 264

TOTAL NUMBER OF BROADCASTS: 8,788

TOTAL DEDICATED BROADCAST HOURS: 5,185



Source: Kantar Sport

KantarSport

2009 AUDIENCE BY COUNTRY

COUNTRY

AUDIENCE TOTAL

Albania	11,202,192
Argentina	2,773,864
Australia	2,699,185
Austria	14,650,000
Bahamas	6,750
Bahrain	14,517
Bangladesh	820,950
Barbados	4,520
Belgium	639,650
Bermuda	13,500
Bosnia & Herzegovina	301,186
Botswana	16,234
Brazil	1,470,037
Brunei	286,749
Bulgaria	184,470
Canada	1,745,820
Chile	247,224
China	43,298,522
Colombia	54,310
Costa Rica	547,470
Croatia	58,525
Cyprus	249,780
Czech Republic	406,116
Democratic Republic of Congo	41,580
Denmark	46,097
Ecuador	216,000
Ethiopia	202,500
El Salvador	89,100
Fiji	6,145
Finland	32,212,135
France	208,181,222
Germany	11,874,588
Ghana	113,850
Gibraltar	6,750
Greece	107,053
Grenada	684
Guatemala	359,667
Honduras	1,094,940
Hong Kong	1,266,914
Hungary	183,408

2009 WRC host countries highlighted in GREEN

COUNTRY

AUDIENCE TOTAL

Iceland	18,954
India	3,909,619
Indonesia	966,417
Ireland	718,550
Israel	754,478
Italy	29,459,250
Ivory Coast	16,533
Japan	16,343,510
Jordan	364,263
Kenya	1,377,000
Korea	749,215
Kuwait	17,138
Lebanon	169,620
Lesotho	17,771
Lithuania	69,900
Luxembourg	8,488
Macau	134,782
Macedonia	14,688
Malaysia	2,194,224
Malta	7,960
Mauritius	23,625
Mexico	115,320
Mongolia	14,611
Morocco	200,000
Mozambique	187,920
Nepal	146,250
Netherlands	2,224,000
New Zealand	1,526,687
Nigeria	77,625
Norway	2,835,069
Oman	31,729
Pakistan	1,572,240
Pan Africa	417,207
Pan Arab	861,397
Pan Asia	1,311,188
Pan Europe	28,904,623
Pan Middle East	48,825,000
Pan Scandinavia	45,000
Papua New Guinea	133,000
Paraguay	570,040

COUNTRY

AUDIENCE TOTAL

Peru	50,266
Philippines	1,713,885
Poland	5,506,350
Portugal	3,925,739
Qatar	69,730
Romania	336,853
Russia	366,187
Samoa	2,592
Singapore	232,181
Slovakia	50,625
South Africa	603,450
South Korea	100,000
Spain	4,399,715
Sri Lanka	58,500
Swaziland	4,878
Sweden	226,800
Taiwan	515,500
Thailand	526,813
Tunisia	50,005
Turkey	3,069,776
U.A.E.	92,682
Uganda	21,600
Ukraine	205,245
United Kingdom	13,037,132
Uruguay	535,500
USA	12,074,200
Venezuela	1,008,855
Vietnam	411,305
Wales	340,100
WorldWide	36,186,223
Zambia	256,500

2009 AUDIENCE BY RALLY

RALLY

AUDIENCE TOTAL

Ireland	47,831,690
Norway	46,803,399
Cyprus	37,201,343
Portugal	38,396,616
Argentina	52,296,225
Italy	45,592,373
Greece	42,341,898
Poland	45,338,798
Finland	46,851,805
Australia	53,833,210
Spain	44,904,773
GB	61,671,054

2009 TOP 5 GROWTH MARKETS

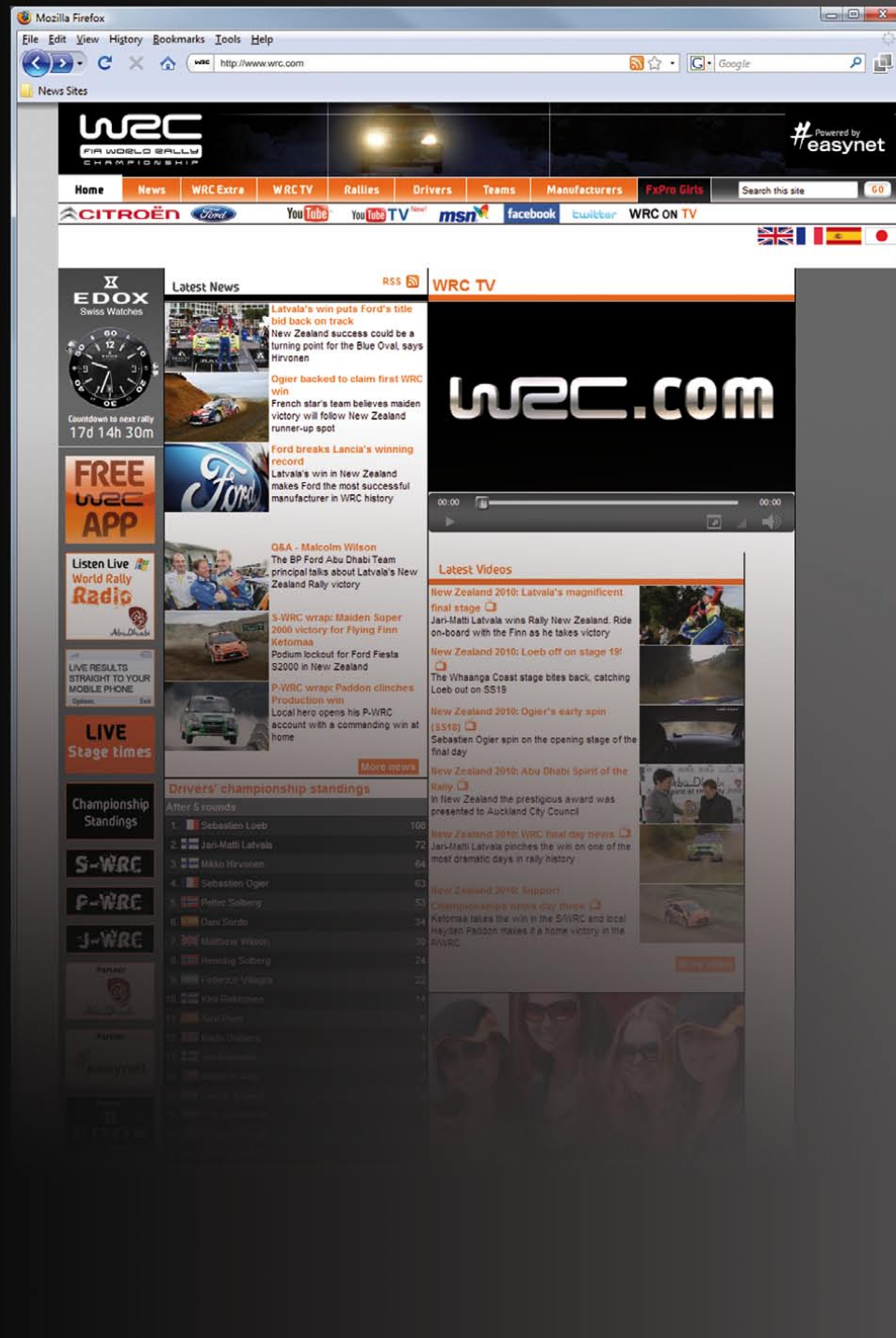
COUNTRY	AUDIENCE		SIGNIFICANT FACTORS
	2008	2009	
Finland	7,067,197	32,212,135	Additional coverage on MTV3 including tailor-made edits and 3 days of live coverage (90 mins per day) from Rally Finland
France	193,556,842	208,181,222	Increased coverage on France TV and Direct 8
USA	855,324	12,074,200	New agreement with the Discovery HD channel achieving an audience of over 10 million during a six week period
China	39,348,125	43,298,522	Change from a late schedule time on CCTV to a more desirable early evening slot
Poland	2,620,981	5,506,350	Hosting a WRC event helped increase overall coverage coupled with additional live coverage on Polsat Sport during the rally

Data Collection
Source: KantarSport 2010

KantarSport

In the absence of audited viewing data KantarSport has made best estimates.

In markets where television audiences are not audited the estimation is based on the percentage of the universe (population of market with television access) of that market. The percentage is estimated by taking into account the penetration of the broadcaster within the market, the audience levels of coverage in similar markets and the time of broadcast.



WRC.COM

Wrc.com continued to go from strength to strength in 2009 seeing a +1.9% growth in **total visits to 12,228,399**. Unique users across **224 territories** followed the trend increasing **+4.1%** on the previous year to **4,846,278 users** despite three fewer rallies taking place versus the prior season.

Wrc.com attracts it's biggest audiences during rally weekends. On-rally traffic has increased considerably with 2009 **averaging 1,012,035 page views** during an event, up **+17.4%** on the prior year. 2009 also smashed the daily page view record hitting 2,255,041 for the Saturday of the championship decider in Wales Rally GB.

At the end of 2009 there were over 1,400 videos on wrc.com all produced by WRC TV with a total of **29 million** videos served during the year.

Wrc.com was also nominated at the Sport Business Ultimate Sports Website Awards winning "Best Content for a Federation or League site" and "Best Site Community for a Federation or League site".



FACEBOOK

By the end of 2009 87,833 fans had joined the official WRC Facebook with an average of 120 new fans daily

Facebook now accounts for 22.3% of WRC.com's new visitors and in the last 8 months has risen from 8th most popular referral source to 3rd



TWITTER

8173 followers at end of 2009 with an average of 28 new followers joining a day. Twitter now delivers 8.8% of WRC.com's new visitors.



YOU TUBE

The number of subscribers at the end of 2009 hit 18,467 with an average of 15 to 20 subscribers joining a day. There are now over 600 videos on the WRC YouTube channel averaging 200,000 monthly views

WHAT'S HAPPENING IN 2010

North One Sport will be re-launching wrc.com in the summer. The new look site will be fully integrated with the WRC social media networks and will feature improved navigation, a media player and statistics archive.

Official WRC mobile applications are also in development for 2010 with a free iPhone app launched in April to be followed by Blackberry apps and Android versions.

North One Sport have also launched full-length programme archives on a variety of platforms continuing the commitment to making WRC free and accessible to as many fans as possible:

- Youtube.com – footage archive from 2001 - 2009
- Hulu USA – footage from 2008 - 2009
- MSN UK – footage from 2008 - 2009

Driver	Time	Position
SEBASTIEN LOEB	1:00:00	1
JAR-MATTI LATVALA	1:00:05	2
MIKKO HIRVONEN	1:00:10	3
SEBASTIEN OGIER	1:00:15	4
MATTHEW WILSON	1:00:20	5
DAVID SORD	1:00:25	6
ANDREW GIBSON	1:00:30	7
CHRISTOPHER MEE	1:00:35	8
ANDREW GIBSON	1:00:40	9
CHRISTOPHER MEE	1:00:45	10





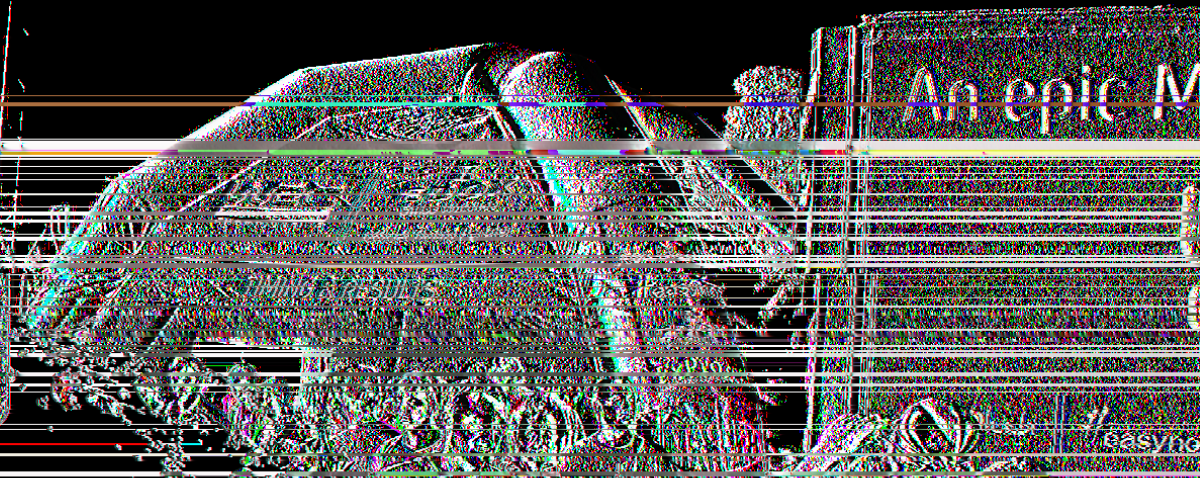
SPONSORSHIP

The FIA World Rally Championship commercial platform continued to evolve in 2009, enjoying a year-on-year growth in sponsorship revenue and number of international partners. While the global sponsorship marketplace remained cautious in an unpredictable environment, WRC was buoyed by a rejuvenation and positivity which helped the Championship to continue to position itself as an attractive and viable proposition for marketing partners.

There is no doubt that WRC has traditionally offered a unique opportunity for sponsors, packaging exciting brand values with a loyal and passionate fan-base of over 3 million fans on-event and over 570 million through television. Indeed, the concept of real cars on real roads has also provided WRC with a unique platform and its USP in motorsport. However, it was the reliance on technology to deliver the sport which began to make the most impact in 2009 and provided a sense of further momentum for the future.

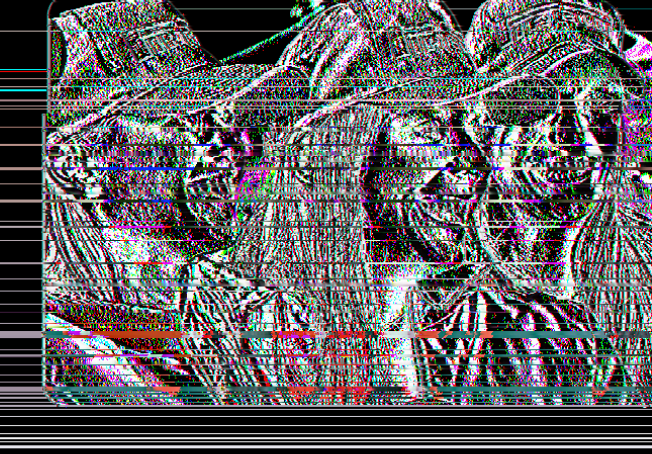
New solutions and technologies are now beginning to catch up with the challenges of running a sport which crosses continents and thousands of kilometres of track. This has enabled the Promoter to plan new services which can revolutionize the consumption of the sport and provide a real vehicle for brands to reach out to the global WRC community. In 2009 WRC attracted two new sponsors to its commercial roster, of which sharing synergies with the exciting new technologies driving the Championship.

In May the sport welcomed Edox as the Official Timing Partner of the WRC. The Swiss timing company has a rich heritage in watch-making and takes great pride in the precision technology integral to each individual timepiece produced. Edox will be developing an official range of WRC timing pieces for Summer 2010.



Financial Services powerhouse FxPro also signed an agreement mid-year to join the Championship as an Official Partner in 2010. The online forex trading giant provides a solution for its international customer base that is technically fast-moving and robust. Recognizing the synergies with the WRC brand, FxPro joined a roster of International Sponsors and Partners in 2009 which included: Abu Dhabi Tourism Authority, Easynet, Magnet Marelli, Wrigley's and Pirelli.

Beyond attracting new sponsors the WRC commercial program continues to develop its 360 degree platform, enabling existing partners to leverage their association with the sport. The award winning WRC.com and its array of social media partnerships ensures that sponsor news and unique competitions are delivered to the WRC fan-base via a range of media. This serves to increase the ROI for all WRC's sponsors and partners, adding to the return delivered via the more traditional sponsorship mechanisms such as TV and on-event. New plans for development in 2010, together with commitment from the Championship Promoter to reach more eyeballs, will help to further strengthen the WRC's position as an attractive proposition for international brands.



Licensing presents another medium through which fans can interact with the FIA World Rally Championship. The WRC is one of the few properties that offers an 'access-all-areas' experience and, through a program of branded product and promotions, licensing has taken the sport one step deeper into the lives of its ever expanding fan base.

North One Sport (NOS) has developed an integrated commercial and marketing platform through event sales, promotions and licensed product categories. Working with partners including specialist agency CPLG Sport has enabled NOS to create a licensing platform for the WRC brand that delivers a number of benefits:

- Drive Awareness - promotional activity increases brand exposure away from events and outside traditional television and online platforms
- Fan Engagement - provides another platform through which to interact with the WRC audience
- Brand Management - working closely with licensees ensures that the WRC message is consistently communicated and the trademarks are protected in markets across the world
- Revenue Generation - income from sales royalties provides a revenue stream to support the core business

The exciting multi-faceted image of WRC makes it appealing to an ever widening net of consumers. The typical fan is male, ABC1, and has a characteristic interest in sport, travel, film, music, outdoor and "lifestyle" pursuits. NOS ensures licensees produce high quality, creative products that reflect these values and appeal to the WRC audience.

The WRC licensing program spans multiple categories and has grown to include a number of licensees who are each positive investors in the WRC brand. The cornerstones to the WRC licensing programme are automotive accessories, apparel and back-to-school:

APPAREL & SUPPORTER ACCESSORIES

Apparel is sold online via the multi-brand WRC webshop and also on-event by retail partner Performance Clothing. The webshop fulfills orders to customers in over 100 countries worldwide and provides an additional sales platform for the WRC brand and team ranges.

The on-site operation launched in 2006 and demand has continued to grow resulting in the need to upscale facilities and expand into new retail units twice in the last 4 years. This outlet has also established a wholesaling business supplying other specialist and independent retailers around the world with WRC branded product.

AUTOMOTIVE ACCESSORIES

This category underpins the WRC licensing programme in terms of income and distribution. Key to its success is product that clearly represents the values of the WRC brand in a category aligned and relevant to the target audience. The core range has grown to encompass 77 skus and includes a number of product extensions into decorative items and homewares.

The WRC range has been extremely well received at retail commanding permanent fixtures in major retail chains such as Carrefour, Feu Vert, Roody, Auchan and Halfords. WRC branded product is now on shelf in over 1500 stores achieving in excess of 1 million unit sales. Growth has been delivered through extending distribution - having initially started in key European markets the range has expanded into Eastern Europe, North Africa, South America, Persian Gulf and most recently into Indonesia.

BACK TO SCHOOL

WRC power in the international market for youths has resulted in licensing opportunities for back to school and stationery ranges. The brand has engaged a number of European licensees in a very competitive market dominated by character and entertainment licensing demonstrating the brand's strength in reaching a demographic outside of the traditional WRC audience. This development is also an indication of the brands acceptance and increased profile at retail.

HIGHLIGHTS

The international appeal of WRC has seen opportunities emerge in new markets where demand for WRC merchandise is high. There have been impressive results at retail both on and off event illustrating the brand's appeal to a large fanbase and widening commercial market.

Licensing is a valuable part of the WRC commercial programme having a dual purpose of revenue generation and brand enhancement. NOS have realised some major successes in licensing activities that demonstrate the strength of WRC brand equity:

- Broken into mass market retail building strong relationships with major multiple retailers
- On shelf in retail across the world with new territories coming on board
- Portfolio of successful licensees renewing their positive investment in the WRC
- Deals spread across range of age demographics

NOS are constantly looking at categories to provide fans with different innovative products with new partners signing up for this unique opportunity to benefit from a worldwide brand.



WRC GAMING

In 2010 three new WRC gaming projects will hit the market:

WRC – THE OFFICIAL GAME BY BLACK BEAN GAMES

Scheduled for release in September 2010, WRC will be available on Playstation 3, Xbox 360 and PC. The game is being produced by Black Bean's in-house production studio, Milestone, which has specialised in the motorsports simulation genre since 1996.

Features:

- Photo realism: the graphics have been created from 27,000 pictures of real event locations, rally cars and competitors.
- Sound effects from real WRC cars.
- All the locations, cars and competitors seen in the 2010 Championships.
- Career mode allowing gamers to compete as themselves and tackle different levels of WRC in their bid to become World Champion.



REAL TIME RALLY FROM IOPENER

iOpener Media, with the backing of Gulf Horizon Group, are developing real time rally in conjunction with Black Bean Games.

The online feasibility study launches a new interactive gaming concept which allows WRC videogamers to compete against the professionals using GPS data from actual rallies. The technology aims to offer the opportunity to crown the first virtual WRC Champion.

GRAN TURISMO 5

The latest edition of the acclaimed GT racing game series, GT5 is set for release in late 2010 and offers a WRC portal showcasing rally cars from WRC teams Citroën, Ford, Subaru and Suzuki.



MANUFACTURERS

WRC is about real cars on real roads: Consumer association is more natural than any other form of motorsport;

Recent surveys have proven that WRC provides unique media and commercial return on investment

- US\$150 million of exposure value for the Car*
- US\$50 million of exposure value for the Brand*

History has demonstrated that WRC sells cars (Subaru Impreza, Lancia Delta, Peugeot 205 Audi Quattro...)

WRC provides a wide range of services to assist manufacturers in maximising the commercial benefits of their sporting involvement:

- Marketing workshops
- Research programmes (dealers, consumers)
- Promotional tool kits
- Internet activation
- Opportunities for on-site exploitations and traffic creation in the dealerships networks
- Sales forces/key clients incentive programs



EVENTS

WRC showcases a unique postcard opportunity for a region or a country

Several surveys have proven that WRC generates very significant impact for a region or a country. (50 millions Euros as an average per rally)



FIA JUNIOR WORLD RALLY CHAMPIONSHIP (JWRC)

The FIA Junior World Rally Championship (JWRC) is for young drivers in small 2WD cars and showcases some of the world's most talented drivers under 28 years of age. The JWRC is a support division launched with the clear objective of providing a stepping stone to the WRC for drivers as well as teams, mechanics and manufacturers.

The 2010 season marks a decade of the JWRC which has launched the professional careers of some of today's most successful rally drivers including Dani Sordo, Sébastien Ogier, Jari-Matti Latvala and six times World Champion Sébastien Loeb.

In 2010, each registered entrant must nominate five out of the six world rally events on the JWRC Calendar to prove themselves at high speed in front of both the manufacturer teams and a global television audience.

FIA SUPER 2000 WORLD RALLY CHAMPIONSHIP (SWRC)

New for 2010 are both the FIA Super 2000 World Rally Championship for Drivers (SWRC) and the FIA WRC Cup for teams (WRC Cup) which will use Super 2000 cars.

S2000 cars are typically light and nimble and are the new technical category on which the 2011 World Rally Cars will be based. Excelling on fast flowing roads where they can take corners quickly, these cars demand an aggressive driving style with rev-limiter gear changes and late braking.

Previously part of the P-WRC, the S2000 cars of Škoda, Peugeot and Abarth have been showing their increasing potential on WRC rallies since 2007 and the addition of the Ford Fiesta is sure to spice up the action even further.

SWRC and WRC Cup entrants must nominate seven out of the ten WRC events on the calendar with two of the chosen events being outside Europe.



FIA PRODUCTION CAR WORLD RALLY CHAMPIONSHIP (PWRC)

The FIA Production car World Rally Championship for Drivers (PWRC) continues to be the longest running support series of the FIA World Rally Championship.

Production cars demand a smooth driving style as the engine's optimum power range starts at lower revs. Owing to many years of refinement, the Group N cars have proven very reliable on WRC events and the production cars of Mitsubishi and Subaru have dominated the P-WRC in recent years.

2010 marks the 23rd anniversary of the series dedicated to cars of near-showroom specification and the P-WRC will only be open to cars homologated in the Group N category. Throughout the nine eligible rallies, competitors tackle vastly different driving surfaces over three days of intense rally driving on closed public roads. All the drivers of the Pirelli Star Driver support programme will also be competitors in the P-WRC for 2010.



2010 JWRC CALENDAR

15 – 18 April	Rally of Turkey
27 – 30 May	Vodafone Rally de Portugal
9 – 11 July	Rally Bulgaria
19 – 22 August	ADAC Rallye Deutschland
30 September – 3 October	Rallye de France
21 – 24 October	RallyRACC Rally de España



2010 PWRC CALENDAR

11–14 February	Rally Sweden
5–7 March	Corona Rally México
1–3 April	Jordan Rally
6–9 May	Rally New Zealand
29–31 July	Neste Oil Rally Finland
19–22 August	ADAC Rallye Deutschland
10–12 September	Rally Japan
30 September–3 October	Rallye de France
11–14 November	Rally of Great Britain

2010 SWRC CALENDAR

11–14 February	Rally Sweden
5–7 March	Corona Rally México
1–3 April	Jordan Rally
6–9 May	Rally New Zealand
27–30 May	Vodafone Rally de Portugal
29–31 July	Neste Oil Rally Finland
19–22 August	ADAC Rallye Deutschland
10–12 September	Rally Japan
30 September–3 October	Rallye de France
11–14 November	Rally of Great Britain

2009 JWRC RESULTS

POS	DRIVER	TOTAL	IRE	CYP	PRT	ARG	ITA	POL	FIN	ESP
1	Martin Prokop	46	8	10	Pass	Pass	10	8	10	R
2	Michał Kosciuszko	42	Pass	8	10	10	8	R	6	Pass
3	Aaron Burkart	39	10	6	Pass	8	6	Pass	5	4
4	Kevin Abbring	27	4	Pass	8	Pass	R	10	R	5
5	Hans Weijs Jr.	26	R	Pass	6	Pass	3	5	2	10
6	Simone Bertolotti	26	6	Pass	3	Pass	2	4	3	8
7	Yoann Bonato	16	5	Pass	R	Pass	5	6	R	-
8	Alessandro Bettega	14	Pass	Pass	4	6	4	-	-	-
9	Luca Griotti	10	3	Pass	5	Pass	R	2	R	-
10	Kalle Pinomäki	8	-	-	-	-	-	-	8	-
11	Jordi Marti	6	-	-	-	-	-	-	-	6
12	Mark Wallenwein	4	-	-	-	-	-	-	4	R
13	Radosław Typa	3	-	-	-	-	-	3(G)	-	-

2010 PWRC RESULTS

POS	DRIVER	TOTAL	IRE	CYP	PRT	ARG	ITA	GRE	AUS	GBR
1	Armindo Araújo	42	5	8	10	NP	6	8	5	**
2	Martin Prokop	39	6	NP	8	EX	NP	5	10	10
3	Nasser Al-Attiyah	31	NP	6	5	10	10	13th	NP	R
4	Patrik Sandell	30	10	10	R	NP	8	11th	NP	2
5	Toshi Arai	25	R	5	NP	6	NP	6	R	8
6	Eyvind Brynildsen	22	8	NP	6	4	4	NP	R	EX
7	Patrik Flodin	12	2	NP	R	NP	5	2	-	3
8	Andis Neikšans	11	4	4	R	NP	EX	3	NP	-
9	Lambros Athanassoulas	10	-	-	-	-	-	10	-	-
10	Bernardo Sousa	9	R	NS	#	NP	R	4	R	5
11	Mark Tapper	9	NP	NP	4	-	R	1	R	4

= accident at Shakedown
 ** = non points scoring appearance
 EX = excluded
 NP = nominated pass
 NS = non start
 R = retired

In 2009 North One Sport implemented a plan to develop consistent global communications with the aim of building the brand and driving talkability in the media.

The WRC PR function aims to engage stakeholders and empower event organisers to collectively increase coverage in the media globally by adding value in the following areas:

MEDIA RELATIONS

In 2009 the WRC actively engaged and communicated to over 2,500 international media. Activities included media entertainment on event, interviews with drivers and NOS spokespeople, co-drives and management of international enquiries.

DRIVER ACTIVITY

Working with stakeholders to arrange bespoke driver activities to engage media and celebrate the diverse locations of the WRC. Events including a Corinth Canal cruise and Sydney harbour jet boating delivered stand-out coverage and engaged lifestyle media by bringing out the driver personalities.

CELEBRITY SUPPORT

Celebrities were hosted at events to raise the WRC profile by reaching out to new audiences, providing credibility, increasing talkability and generating new content. 2009 highlights included Tour de France winner Alberto Contador attending in Spain and Harry Potter star Rupert Grint at Rally GB.

PRESS OFFICE

Creation of a WRC press office assisted in building the WRC profile by on-event media liaison, creation and distribution of media materials including photography, conducting behind the scenes tours and competitions, and managing targeted trade PR campaigns.

In 2010 the WRC PR function will continue to bring WRC to new audiences through a number of media activities including the WRC 2010 Season Launch and the WRC Newsroom. The WRC Newsroom will provide an online press centre located at <http://newsroom.wrc.com> to serve as a central hub for international media containing all the latest WRC news and information.





46 - 52 Pentonville Road , London , N1 9HF
T: +44 (0) 20 7584 7584 F: +44 (0) 20 7502 5600

NEIL DUNCANSON

Chairman
+44 (0) 20 7584 7584
neil.duncanson@northonetv.com

ZOE DUFFELEN

Media Sales Manager
+44 (0) 20 7502 5646
zoe.duffelen@northonesport.com

JAMES MERCER

Sponsorship Director
+44 (0) 20 7502 5602
james.mercer@northonesport.com

ALEX SIMON

Sponsorship Manager
+44 (0) 20 7502 5638
alex.simon@northonesport.com

SIMON LONG

CEO
+44 (0) 20 7584 7584
simon.long@northonesport.com

JOHN NOLAN

Head of Digital – wrcc.com
+44 (0) 20 7502 6000
john.nolan@northonetv.com

HELEN PECK

Marketing Manager
+44 (0) 20 7502 5617
helen.peck@northonesport.com

STEVE WEBB

PR Manager
+44 (0) 7899 065 985
steve.webb@northonesport.com

ALEXANDRE GUESCHIR

Sporting & Commercial Director
+44 (0) 20 7502 5647
alexandre.gueschir@northonesport.com

THEO SHUM

Head of Business Affairs
+44 (0) 20 7502 5636
theo.shum@northonesport.com

MARC DE JONG

Support Championships Director
+ 44 (0) 7785 575 043
marc.dejong@northonesport.com

SIMON LARKIN

Event Operations Manager
+44 (0) 7826 193 104
simon.larkin@northonesport.com



WARNING MOTORSPORT CAN BE
ADDICTIVE

wrc