



SILK WAY 2022 RALLY 丝绸之路拉力赛



2022 Silk Way Rally gets wide TV coverage

The organizers of the International Silk Way Rally are pleased to announce that this year each leg of the race can be watched on a variety of TV channels, as well as the news of the rally can be followed on the radio and on the Internet. The Silk Way Rally Directorate has reached content distribution agreements with the leading media. In addition to existing agreements with major broadcasters, a number of new ones were added in 2022, including the deal with Tricolor – the multiplatform carrier of the digital environment. Russian TV channels and news platforms have again taken great interest in working with the Silk Way Rally organizers.

Match TV, the all-Russian federal sports channel, will produce daily fifteen-minute video diaries of the Silk Way Rally and make reports. The journalists of the TV channel will follow the entire route of the race to do exclusive interviews and follow all the ups and downs of the fight for the podium. In addition, the TV channel will broadcast the epic finish of the Silk Way Rally, and fans around the world will be able to watch the ceremony on the TV company's website.

The federal channels that are the Silk Way Rally informational partners will broadcast reports about the course of the race. Russia 24 will show the reviews of each day of the rally in the evening Vesti casts. NTV will also release stories about the race daily. Motorsport TV Russia will broadcast a detailed half-hour video review of the past leg every day throughout the race. The MIR and Avtoplus TV channels will do the same. News releases are planned on the Zvezda, 5 TV, REN TV, IZ.RU and 360 TV channels.



The Silk Way Rally Media Service will offer the most up-to-date information, new photos and videos about the course of the rally to those who are used to following the fight on the track via the Internet. These are available on the official pages of the Silk Way Rally in social networks – in Telegram, VKontakte, RUTUBE.

RUTUBE, the leading national video hosting, is also the information partner of the 12th edition of the Silk Way Rally. There is a special section on the platform, where all materials related to the race are collected: videos from bloggers and organizers, thematic stories of federal media, as well as information about teams and competitors. News reviews of each race day will be published on the SWR official channel on RUTUBE. For the first time RUTUBE bloggers made a crew and will take part in a special amateur category “Following Peter the Great” Grand Tour. After the competition they plan to release a film. Watch all the most interesting moments of the 2022 Silk Way Rally on RUTUBE.

A text broadcast will also be organized as in the previous years – from July 7 to 16 on the Silk Way Rally official website fans will be able to see a constantly updated text chat, where news from the track and intermediate results of the special stage, as well as notifications of various events will be published as quickly as possible.

In addition, Rossiya Segodnya International Information Agency, Izvestia Information Center and TASS – the leading state agency will cover the Silk Way Rally. Championship.com will also post daily news about the course of the race.

Moreover, the Avtoradio special correspondent will follow the entire route of the rally to spread its latest news on the air of the Poekhali (Let’s go) morning drive show. The Silk Way Rally has been demonstrating a growing loyal audience and global media coverage from year to year that confirms its popularity.

KEY FACTS

Official name:
2022 Silk Way Rally

It is held with the support of the President of the Russian Federation, the Government of the Russian Federation and the Ministry of Sports of the Russian Federation.

Status:

- The Silk Way Rally has the status of an international competition that is included in the unified calendar plan of the Ministry of Sports of the Russian Federation.
- An international MFR Cross-Country Rally event,
- round of the Russian Cross-Country Championship,
- and “Following Peter the Great” Grand Tour



РОССИЯ 24

РТР

МТН!

RUTUBE

СПОРТ

ИЗВЕСТИЯ

ТРИКОЛОР

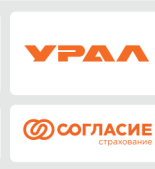
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БОЛЬШЕ ЧЕМ ГОНКА, ЯРЧЕ ЧЕМ ПРИКЛЮЧЕНИЕ!

will be held along with the international competition.

- Ceremonial start: July 7 2022, Astrakhan
- Ceremonial finish: July 16 2022, Moscow
- Number of legs – 10, including 4 circle and 1 marathon
- Total rally distance: more than 4,474 kilometers, competitive distance – more than 2,800 kilometers
- 11 regions of Russia
- 20 countries

- Number of crews: 80, including
 - 12 BIKES and QUADS, including 3G-MOTO CHALLENGE
 - 14 SSVs
 - 25 CARS
 - 9 TRUCKS
 - 20 in the GRAND TOUR category



РОССИЯ 24

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