



SILK WAY RALLY 2017

丝绸之路拉力赛



Silk Way Rally 2017, gears up with major global rights television deals

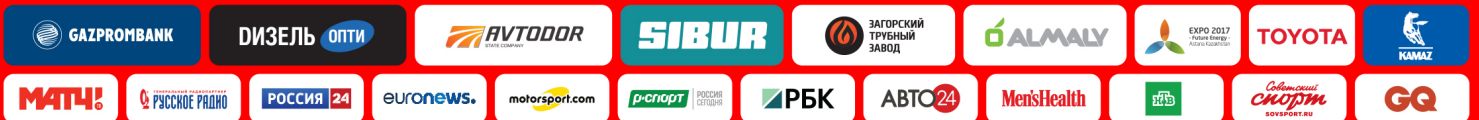
The Silk Way Rally has reached television rights agreements with over 55 different broadcasters, as the cross country adventure rally event, approaches its start ceremony in Moscow on 7th of July 2017.



Cars and trucks competitors will compete over 10,000 kilometers and will cross three countries (Russia, Kazakhstan and China) and will try to get on the podium of the finish ceremony on 22nd July in X'IAN.



Russia~Kazakhstan~China
7-22 July, 2017





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Deputy Director Frederic Lequien said "the 2017 Silk Way Rally will be broadcast in more than 196 countries via a network of over 55 broadcasters worldwide".

"We are very happy this year, because we will start the event with secured commitment from some of the world's biggest pan-regional broadcasters. Motorsport TV and Euronews have signed a media partnership agreement with the event. Media coverage will be also given by Fox Sports Latin America, Fox Sports Europe, Fox Sports Asia, Fox Sports Australia, Sony Entertainment India, Velocity USA and Dubai Sports in UAE" will broadcast.

In the domestic level of the host countries, in Russia Match TV, AVTO 24 and Russia 24 as well as in China Hunan TV, CCTV and TDM in Macau, will cover extensively all the drama and the adventure of their local heroes, with customized 24' highlights on daily basis and for the whole duration of the two weeks of this spectacular event. This exposure will be reinforced by new agreement with FB LIFE, China's leading digital platform dedicated to the automotive sector.

In addition, key broadcasters in Europe such as: BT Sport, SFR SPORT, BFM SPORT, RTL Klub, M4 Sports, Czech Television, Sport HD, NOVA Sports, SP TV, ERT, SVT, RTV, LAOLA1 TV, STAR TV, Garage TV, have confirmed their broadcasting commitments and many others are still under way.

"This extensive coverage, will enable Silk Way Rally to reach not only the motorsport fan community, but also a larger base of new audience and further boost its brand awareness and interest worldwide".



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CARIP

