

PIRELLI STAR DRIVER

ORGANISER OBLIGATIONS - MEDIA Amended 22.02.09

In order to maximise media exposure for the Pirelli Star Driver scheme, each FIA region, as well as the organiser of the qualifying events, is obliged to undertake the following. It is however understood that Pirelli has no event branding rights outside the Pirelli Star Driver promotion.

- Organisers of qualifying rounds must maintain a separate section in the results recording the stage times of the PSD competitors and allocating points on the basis of 5 for first down to 1 for 5th
- The official Pirelli Star Driver logo must appear on communications relating to the Pirelli Star Driver promotion
- The Regional Championship website must have a separate Pirelli Star Driver section, where media can find the list of drivers, biographies, imagery, press releases and classifications, and a downloadable version of the official logo
- Events that have been selected as qualifying rounds must promote the Pirelli Star Driver scheme to the media and include information on the rally website. The Regional Championship website must also have the most up to date results and classification after each qualifying event
- Qualifying events should make every effort to host separate activities for the Pirelli Star Drivers, including press conferences and a separate award at the finish of the rally to assist in regional promotion
- All press communications relating to the Pirelli Star Driver scheme must be copied to the FIA WRC Media Delegate, Hayley Gallagher (hgallagher@fiacommunications.com) and Pirelli's Marketing Director, Peter Tyson (peter.tyson@pirelli.com)
- When press conferences are being planned independent of a qualifying event or shoot out, it is strongly recommended to arrange these in conjunction with a WRC event within the region, where practical, in order to capitalise on the international media attendance. This can be co-ordinated through Hayley Gallagher
- Events that have been selected as qualifying rounds must provide the FIA with access to video footage of the drivers competing for the Pirelli Star Driver program. All footage must be rights free for use by the FIA and its commercial partner