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RAC Rally returns to the motor sport calendar

November 2016 sees the return of one of the most iconic and famous rallies in the world, the RAC Rally of the Tests. The event was first staged in 1932 and enjoyed huge success up until 1939. Returning after the war in 1951 it went from strength to strength and became the keystone of modern stage rallying as we know it today. From its inception in the 1930's, huge crowds have flocked to witness the spectacle of competitors battling against some of the most challenging routes and conditions in motor sport, the event was pivotal in bringing rallying to mainstream media and launched many household names throughout its history.

With the resurgence of interest in classic motoring, a three-way partnership has been forged to allow the RAC Rally of the Tests to return. HERO Events will organise the event with the support of the RAC, which provides breakdown cover for more than eight million motorists along with car insurance and car buying services, including the RAC Cars website, and the Royal Automobile Club. The revival of this most famous of sporting occasions further strengthens the relationship between HERO Events and the Royal Automobile Club – a partnership that led to the Royal Automobile Club 1000 Mile Trial being awarded Rally of the Year at the International Historic Motoring Awards and nominated again in 2016.

The 2016 RAC Rally will form part of the HERO Cup for Drivers, held in association with EFG International and Zenith Watches, Official Timekeeper of the HERO Cup. This series is now widely regarded as the finest of its kind in Europe and has generous prizes of a week's sailing on the magnificent [85-foot luxury yacht S/Y Orianda](#) as well as a superb Zenith El Primero Open Chronomaster timepiece for the winner. Navigators can also win one of these coveted timepieces - as well as a paid standard entry to one of three selected HERO Events rallies that take place throughout the continent as part of the HERO Cup's sister series, The Golden Roamer Trophy for Navigators.

Winners of the event will join the names of rallying legends past as they recreate the feel and atmosphere of this iconic event - the format of the event will retain maps for navigation and will, where possible, utilise tests and sections that were used in the heyday of the RAC Rally of the Tests. To add to the already authentic feel, public-facing venues will be used with easy access that will allow spectators to support and see these amazing vehicles at this legendary event.

RAC Chief Marketing Officer John Orriss said: "The RAC brand carries with it a rich heritage of motorsport so we are delighted that it is officially returning to the world of rallying. The 1930's RAC Rally of the Tests was pivotal in paving the way for the very development of rallying as we know it so we are naturally looking forward to being able to share our passion for motoring with a new generation today, especially as the event is being configured so that our members and future members can get close to the action. We are confident the revitalised rally under the RAC badge and the careful guidance of HERO will go from strength to strength."

The Royal Automobile Club's Chairman, Tom Purves commented: "The Royal

Automobile Club is delighted that one of the greatest, most loved, names in the history of motorsport has been restored to its place on the international calendar. The RAC Rally of the Tests was always a challenge for man and machine, but also a great spectacle which delighted spectators up and down the country. We look forward to supporting the RAC and HERO in this exciting venture.”

HERO Chairman Tomas de Vargas Machuca added: “The RAC Rally was the most important motoring event in the UK and possibly Europe. Reviving this event after so many years is an important milestone in classic rallying and we are committed to ensuring that the RAC ROTT will regain its international status in the European calendar and continue the great tradition the event has.”

About the RAC

With more than eight million members, the RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, buying a used car, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information – the RAC offers a solution for all motoring needs. The RAC is committed to making motoring easier, safer, more affordable and more enjoyable for drivers and road users.

The RAC is the motorist's champion and campaigns to support the interests of its members and UK motorists at a national level, including advancing levels of road safety, supporting the needs of young drivers and voicing concerns about the increasing cost of motoring. The RAC's annual [Report on Motoring](#) – first published in 1989 – provides a clear insight into the concerns and issues facing today's motorists.

For the very latest news on UK fuel prices, check [RAC Fuel Watch](#) or follow [#racfuelwatch on Twitter](#). This is a comprehensive guide to the latest UK unleaded petrol and diesel prices – both at the wholesale level and at the pump. RAC Fuel Watch analyses how prices changed through the previous month and compares the most recent prices with those from three, six and 12 months before.

The RAC supports and is a founding member of [FairFuelUK](#) which campaigns for fairer taxes on petrol and diesel.

Key facts:

- RAC patrols fix four out of five vehicles at the roadside and on average within 34 minutes
- RAC vans carry more than 500 parts and tools to get members' vehicles going again
- 98% of members would recommend RAC Rescue to their friends and family

About Royal Automobile Club

The Royal Automobile Club was founded in 1897 by Frederick Richard Simms and its distinguished history mirrors that of motoring itself. Ten years later, in 1907, King Edward VII awarded the Club the Royal title that it still holds to this day, sealing the Club's status as Britain's oldest and most influential motoring organisation.

The Club's early years were focused on promoting the motor car and its place in society. Following the successful 1000 Mile Trial in 1900, the Club held the first Tourist Trophy in 1905, which remains the oldest continuously competed for motor sports event. The Club promoted the first pre-war and post-war Grand Prix at Brooklands in 1926 and Silverstone in 1948 respectively, whilst continuing to campaign for the rights of the motorist, including introducing the first driving licences.

In 1999 the Club demerged from the motoring services recovery division and established an independent body, the Motor Sports Association (MSA), to govern motor sport in the UK. The Club then added contemporary facilities and refurbished both clubhouses for the benefit of its growing membership.

The Club continues to award a series of historic trophies and medals celebrating motoring achievements, including the Segrave Trophy, the Tourist Trophy, the Simms Medal, the Dewar Trophy and the Torrens Trophy. Today, the Club retains a diverse membership drawn from all four corners of the globe and offers two stunning and unique clubhouses, a flourishing events programme, unsurpassed accommodation, dining, sports and golfing

facilities. It also continues to develop and support automobilism through representation on the Motor Sport Association (MSA), Fédération Internationale de l'Automobile (FIA) and RAC Foundation, while continuing to promote its own motoring events, such as the free-to-attend Regent Street Motor Show and the Bonhams London to Brighton Veteran Car Run, which take place on 5th and 6th November 2016.

About HERO

The Historic Endurance Rallying Organisation (HERO) is a classic rally club recognised by the Royal Automobile Club Motor Sports Association (MSA - the official governing body for motor sport in the UK, affiliated to the Federation Internationale de l'Automobile) and, through its membership of the Federation of British Historic Vehicle Clubs, is affiliated to FIVA - the Fédération Internationale des Véhicules Anciens. A classic rally club that dates over twenty-two years, HERO has organized more than 150 events (trials and tours) especially for classic cars. HERO also offers a wide range of services such as the Arrive & Drive classic rally car hire program, corporate and bespoke event planning and organisation, storage and transport logistics, a Premier Membership that offers discounts throughout its network of Partners; making it a truly integrated one stop shop platform.

Contacts



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