

News release
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Rallyday puts Chippenham at the centre of the world in September

- **Global stars descend on Chippenham on September 23**
- **More fans than ever expected at Castle Combe**
- **Economic benefit of Rallyday felt throughout Wiltshire**

The World Rally Championship (WRC) is an annual, 13-stop tour of planet earth, visiting 15 countries and four continents. This September there's a gap in the calendar and, for rally fans from around the world, that gap will be filled by Chippenham's Castle Combe race circuit.

That gap will be filled by Rallyday.

The world's biggest names and fastest cars will gather at the Wiltshire track on Saturday September 23, where they will put on a display unmatched and unrivalled anywhere in the world.

Organiser of Rallyday, now in its 17th year, Tom Davis admitted this year's WRC calendar couldn't have been better from his perspective.

"This window of opportunity is almost unprecedented for us," said Davis. "Last year actually worked out the same, but September only became free when [Rally] China was cancelled at the last minute. This time around we've had the chance to talk to the teams and the fans safe in the knowledge that Rallyday is the only show in town in terms of world rallying in September. Rallyday will be at the centre of the rally world in September."

Davis and his team have taken full advantage of that opportunity.

He added: "We have landed some incredible names for this year, it's a really exciting line-up including former World Rally Champion, Sweden's Stig Blomqvist and one of the most talked about men from this season in Jari-Matti Latvala (Finland).

"Jari-Matti is the third most experienced driver in the history of world rallying and he comes to Wiltshire full of enthusiasm and really keen to put on a show for the crowds coming to Castle Combe on September 23."

Latvala is at the forefront of this year's World Rally Championship. Driving for the Toyota Gazoo Racing squad, he won the second round in Sweden (February) and only an electrical glitch cost him further success at his home event in Finland late last month.

Talking about his second trip to Chippenham, the Finn said: "I came to Rallyday in 2010 and I can't believe it's taken so long for me to come back. When I was asked, I looked in the diary and it was not so busy in September, that made it easy to say yes. I'm really looking forward to the event. The organisers always make a good show with so many cars from all different times in the sport and it's really nice to see so many fans at Castle Combe."

Davis has already seen an upsurge in ticket sales coming in from right across Europe.

"Advance ticket sales are very encouraging," he said.

"People have understood that the way the calendar works means there's no WRC action for five weeks and Rallyday is the perfect way to bridge that gap; I'm sure Jari-Matti will be as excited as any of the fans to be coming through the gate on Saturday September 23.

"We always have a lot of fans coming in from mainland Europe and this year will be no different. Coming at the end of the summer, Rallyday brings a welcome boost in tourism to the area. More than 15,000 people will be in and around Chippenham and Wiltshire on the weekend of September 23 and that means a real boost in terms of filling hotels, bed and breakfasts and campsites."

And the economic benefit doesn't stop there with local restaurants in and around the county also feeling the benefit of Rallyday.

"From what local business tell us, Rallyday is a very big deal for them as well," said Davis. "It's fantastic news that Rallyday is helping spread the word about what a fabulous county Wiltshire is and how much the south-west has to offer."

Tickets are available from rallyday.com, priced £18 for adults. Under-17s get in free and rally car rides are available for £25 (when purchased in advance). If you fancy starting Rallyday early, camping permits are available at Castle Combe circuit for £10 per person.

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