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RALLY ITALIA SARDEGNA 2012 - VIP PACKAGES

Adrenaline-fuelled action in a unique landscape coloured by local flavour: live a once in a lifetime experience at Rally Italia Sardegna with our exclusive VIP packages.

Rally Italia Sardegna 2012 offers its spectators a one-off experience: enjoy the action through a series of initiatives, which will capture and merge all the essential elements of the event - the adrenaline, the landscape and the flavour of Sardinia.

Holiday packages and adventure programmes - allowing rally fans and newcomers to this sport to plunge deep into the rally's thrilling atmosphere and have a truly exclusive experience - have been created thanks to the partnership between the organizers of Rally Italia Sardegna and European Sport Communication, an international agency specialising in rally tourism management.

Rally Italia Sardegna starts from Olbia and its itinerary covers more than 300km of the northern island where the competitors will find broken ground, water splashes, breath-taking jumps and tight corners through a mix of wild nature and local heritage. The area where the competition takes place offers spectators the possibility to get to know Sardinia from an unusual point of view - not only the usual tourist hot spots, but the authenticity of the territory, its history and traditions, completing the trip with a visit to the sporting event.

The offer includes several VIP packages with different durations (1-4 days) with transport by mini-bus to some of the special stages' most spectacular spots - accurately shortlisted before the event by a professional guide - a visit to the teams' service areas while the mechanics work on the cars and a dinner in one of the official team's hospitality. Prices start from 150€ per person. The package can be enhanced with an exclusive helicopter ride starting from 200€ per person (promotional price), or with options of different overnight stays and with a meal in a typical Sardinian restaurant.

For those wanting to live a day in the life of a driver, there's the possibility of including - starting from 500€ per person - the "Driver for One Day" programme at the Citroen Driving Experience, where they will have the chance to drive a racing-equipped Citroën DS, alongside a professional driver.

All packages require a minimum number of guests hence advanced booking is necessary (packages are for sale on www.european-sport.net).

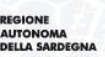
Rally Italia Sardegna - an event organized by the Automobile Club d'Italia - will



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take place from 18th to 21st October 2012. It's the sole Italian round of the World Rally Championship calendar, a series of 13 events taking place in three continents. The main feature of rallying - which has in the WRC its maximum technical and sporting expression for both men and machines - is the competition on the roads on different terrains such as Tarmac, snow or gravel, as it's the case of the Italian round of the WRC. Rally Italia Sardegna features a 1.241km itinerary in North Sardinia, with more than 300 competitive kilometres, divided in 16 Special Stages.

European Sport Communication: founded in 1999 under the direction of Bernard Occelli - top co-driver to 17 years, World Rally Champion in 1994 alongside Didier Auriol - is an international agency specialist in organizing VIP and press trips to assist to WRC and IRC events. ESC also branches out into incentives and driving experiences.

Rally Italia Sardegna

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