

**PRESS RELEASE no. 2**

20 July 2020

**RALLYLEGEND 2020 WELCOMES M-SPORT AND MICHELIN  
WITH THE LATEST EVOLUTION OF THE FORD FIESTA WRC AND THE WORLD RALLY DRIVERS.  
SPARCO, TECHNICAL SPONSOR OF M-SPORT, LANDS AT RALLYLEGEND.  
MICHELIN AS OFFICIAL TYRE SUPPLIER.  
THE EVENT, OPEN TO THE PUBLIC, IS SET TO PLAY OUT FROM 8 TO 11 OCTOBER**

Republic of San Marino. Rallylegend continues to be an inexhaustible sports magnet, with its incredible one-of-a-kind series of events, participations of worldwide level and a show that has now become even more unique and unrivalled.

M-Sport press release announced, a few days ago, its participation to Rallylegend with the latest evolution of the Ford Fiesta WRC EcoBoost, and with the factory drivers of the World Rally Championship. This is a clear sign of the great consideration the San Marino event has earned, an operation made possible thanks to the cooperation between Michelin and Sparco having the double role of M-Sport technical sponsor and new partner of Rallylegend. Great satisfaction shown through the words of Paolo Valli, organizer of Rallylegend together with Vito Piarulli: *"It has now become a beautiful and, I would say, well-established habit – explains Valli – to have WRC leading teams and drivers at the start of Rallylegend, together with so many idols of the past and the most important historic cars. What still surprises us is the enthusiasm and the conviction they show when deciding to take part in Rallylegend. We are grateful for this but this is also the proof of the great reputation our event has."*

**M-SPORT AND MICHELIN TO ATTEND RALLYLEGEND**

As announced by the team led by Malcom Wilson: "M-Sport and Michelin will attend Rallylegend in October with their top-specification EcoBoost-powered Ford Fiesta WRC. Regarded as one of rallying's most prestigious festivals, the San Marino-based event attracts an incredible entry with some of the most exciting and inspiring cars from throughout a rich and celebrated history.

Thanks to the support of dedicated and long-standing partners like Michelin and M-Sport, the two companies are delighted to showcase the top-specification Fiesta at Rallylegend.

The team will announce which driver will take to the wheel at a later date".

**M-Sport Ford Team Principal, Richard Millener, said:**

*"The Ford Fiesta WRC is one of our most special and successful cars and what we achieved will be remembered for a very long time. But none of it would have been possible without the support of our partners, and it's a pleasure to be able to showcase it at an event as prestigious as Rallylegend with a partner as valued and respected as Michelin."*

**Arnaud Remy, Rally Manager at Michelin Motorsport, said:**

*"Rallylegend is a must-see event for all rally enthusiasts. We are therefore very proud that Michelin has been selected as the exclusive tyre partner for this most iconic of championships where the entry list reads like a who's who of world rally motorsports"*

**SPARCO, A VERY PRESTIGIOUS PARTNER WILL FLANK RALLYLEGEND**

**Sparco**, one of the leading brands in the racing equipment sector, will participate at Rallylegend 2020 as sponsor and official technical partner. The company will provide technical and sports clothing for the festival staff and will present the **new 2021 Sparco-MARTINI RACING® teamwear collection**, that will enrich the Heritage line consisting of technical racing equipment. At the Sparco stand there will also be the products of the gaming line, with simulators on which drivers and public can enjoy challenging and realistic virtual competitions. To make this year's edition even more prestigious, there will also be the participation of the

M-Sport team with their WRC cars, equipped with Sparco equipment, and their drivers, dressed in suits and clothing produced in Volpiano.

*"We are proud to contribute, as sponsor, to this edition of Rallylegend, an event whose importance and value is felt even more after the Covid-19 emergency period"* comments **Claudio Pastoris**, CEO of Sparco, who adds *"It's essential, in a difficult time for rally such as the current one, for companies and brands to show vitality and confidence in a fast, and safe, return to normality"*

#### **MICHELIN OFFICIAL TYRE SUPPLIER AT RALLYLEGEND**

As well as supporting the participation of M-Sport at Rallylegend, Michelin has chosen to extend its presence at the San Marino event.

*"We are pleased and honoured that an international brand such as Michelin has decided to support us at this unique edition of Rallylegend – reveals a proud Vito Piarulli from the Rallylegend control room – Strong interest in an event that they consider one of the best. A collaboration that involves the exclusive supply of tyres to all Rallylegend participants by a brand that has made motorsport history and that will now enhance our event, also in terms of content. Our thanks go to Pirelli, for their significant and active collaboration throughout the last five editions of Rallylegend, thanks to which I also want to join Freem, who has been with us in the racing equipment sector".*

**Arnaud Remy**, Rally sector manager for Michelin Motorsport, also expresses his pleasure regarding the agreement with Rallylegend: *"As a result of this partnership, all participants will be able to benefit from our range of high-performance tyres as they take on the uniquely challenging special stages of San Marino."*

#### **KEN BLOCK BACK AT RALLYLEGEND**

Last year, for his first participation, he was enchanted by Rallylegend and therefore he promised he would be back. Ken Block, the amazing American driver, kept his word. Considered the best of Legend Show 2019 and winner of the "Myth" class he included Rallylegend in the "Ken Block's Cossie World Tour 2020". We will then see his Ford Escort Cosworth again, with the colours of his team, Hoonigan Racing Division, along the San Marino special stages and Alex Gelsomino will be, as usual, his co-driver. For the happiness of the many fans Ken Block has all over the world thanks both to his « acrobatics » at the wheel and the particular mood of his shows.

#### **ENTRIES AND TICKETS' SALE ARE NOW OPEN. FROM 8 TO 10 OCTOBER OPEN TO THE PUBLIC**

Rallylegend is an event traditionally addressed to a great public of passionate spectators and this is undoubtedly its key to success. For this reason the Organisers confirmed this event that is set to play out from 8 to 11 October and it will be open to the public. For the time being this opening will follow the instructions concerning distancing and will be modified according to the development of the regulations that, in the next weeks, will be issued, updated and adjusted by the Government of San Marino.

Entries to Rallylegend 2020 is now open and will close Saturday 12 September. Different kind of tickets are also already available online, for further details please visit [www.rallylegend.com](http://www.rallylegend.com)

#### **18TH RALLYLEGEND 2020: CONTACT DETAILS**

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#### **Social Area:**

Facebook: <https://www.facebook.com/officialrallylegend/?ref=hl>

Twitter: <https://twitter.com/rallylegend>

Instagram: <https://www.instagram.com/rallylegendofficial/>

YouTube: <https://www.youtube.com/channel/UCnFn4qD2nYj-INsbcxEyl2A>

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