



PRESS RELEASE nr. 7

1st October 2020

**AT THE PRESENTATION PRESS CONFERENCE ARI VATANEN, MIKI BIASION
KEN BLOCK AND DODI BATTAGLIA
SPARCO® UNVEILS THE NEW MARTINI RACING® HERITAGE COLLECTION
AND ANNOUNCES THE PARTNERSHIP WITH THE MACALUSO FOUNDATION
FORD PRESENTS THE NEW PUMA ST, WITH KEN BLOCK AS "GODFATHER"
TOMORROW THE FIRST DAY OF RACE AT RALLYLEGEND**

Republic of San Marino. The opening of the Rally Village marks the official start of Rallylegend and a series of events within it have warmed the atmosphere and the passion of the public awaiting, tonight, around 8.30 pm for the engines on and adrenaline up of **"Legend Show"**, the challenge on a path that joins two roundabouts, located a few dozens meters from Rallylegend Village, where a Jury will evaluate the most spectacular performances by a selected group of drivers.

PRESENTATION PRESS CONFERENCE WITH ARI VATANEN, MIKI BIASION, KEN BLOCK AND DODI BATTAGLIA

Crowded and well-attended Press Conference for the presentation of Rallylegend 2020, outdoors, at the starting stage inside the Rally Village, today in the early afternoon. In the presence of **Teodoro Lonfernini**, Secretary of State for Work and Sport and **Luca Lazzari**, for the Secretary of State for Tourism, both representing the Government of the Republic of San Marino; **Paolo Valli**, Rallylegend Organizer and President of FAMS; **Vito Piarulli**, Rallylegend organizer; **Mauro Zambelli**, Clerck of The Course and with the participation of the great **Ari Vatanen**, **Miki Biasion**, **Ken Block**, and **Dodi Battaglia**, the four days of Rallylegend event, its development and main events were illustrated. The great collaboration between the Government of San Marino, FAMS, the San Marino Automotoristic Federation and the organizers was underlined, both in terms of logistical and organizational aspects and in terms of attention to safety. Great evidence was given to the important impact of promoting the territory and the economy, too, with several dozens of thousands spectators from all over the world. All of this, of course, with the utmost consideration for the issues relating to Covid19 and the initiatives taken to better manage the public present at the event, who have been asked for collaboration combined with common sense.

Ari Vatanen said he was satisfied to be at the start of Rallylegend, an event he appreciates for its atmosphere and enthusiasm, and to find in the car, at his side, a great co-driver like **Fabrizia Pons**. Rallylegend is home to **Miki Biasion**, twice World Rally Champion, who every year makes up something special, together with the Organizers: this year he will be behind the wheel of a Lancia Stratos. Last year the charm of Rallylegend bewitched **Ken Block**, the American tightrope walker who strongly wanted to be back in San Marino again this year. Great enthusiasm shown also by **Dodi Battaglia**.

Also attending the Press Conference was **Claudio Pastoris**, CEO of Sparco, who illustrated the meaning and contents of the presence of the new and prestigious partner at Rallylegend.

SPARCO® UNVEILS THE NEW MARTINI RACING® HERITAGE COLLECTION AND ANNOUNCES THE PARTNERSHIP WITH THE MACALUSO FOUNDATION

With its presence at Rallylegend **Sparco®**, as sponsor and official technical partner, represents the link between heritage, current events and the future. The historic Volpiano company unveiled, during the **"Back to the Future"** event, a preview of the new **Sparco®-MARTINI Racing® Heritage Collection**, linked to Pessione





colors and its iconic livery. From **Racing to Performance equipment, Sportswear and Merchandising**, the collection combines the heritage of the past with the most advanced technological and modern homologation standards. Sparco announced the **partnership with the Fondazione Gino Macaluso per l'Auto Storica**, expressed through the presence of the Lancia Delta S4 belonging to the foundation. The stand will also host a **Lancia Rally 037 Eminence** and the driving simulators of the **gaming line**. Thanks to Sparco® will be present at the Rallylegend the drivers Federico Sceriffo and Simone Campedelli, who will participate in the rally with a car equipped by Sparco®, in collaboration with Arexons.

"Since its birth, in 1977, the history of Sparco is linked to the world of rallying. We are therefore happy to take part as protagonists in this edition of Rallylegend, bringing with us the experience, passion and innovation that have accompanied us in over forty years of success" commented Claudio Pastoris, CEO of Sparco, adding "As leaders in the field of racing equipment, we are convinced that past, present and future are the best mix to start again stronger than ever: the new Sparco-MARTINI Racing Heritage Collection is there to witness it".

SUCCESS AUCTION FOR THE BENEFIT INITIATIVE IN COLLABORATION WITH KEN BLOCK

Spectacular, acrobatic, but also sensitive to social issues. Ken Block willingly offered himself, in collaboration with Rallylegend, to give space to a charity initiative. To support the mission of Special Olympics San Marino, which provides sports training and participation in athletic competitions of various Olympic sports for children and adults with intellectual disabilities, the opportunity to get on board with Ken Block for the Legend Show was auctioned at the Rally Village! With a generous offer, Carlo Falcone, Italian Consul in Antigua and a loyal Rallylegend driver, won the lap with the American driver.

FORD PRESENTS AT RALLYLEGEND THE NEW PUMA ST, THE FIRST FORD PERFORMANCE CROSSOVER

Ford Italy chose Rallylegend for the release, at a European spectator oriented event, of the new Ford Puma ST, the first high performance crossover, developed by Ford Performance, that offers excitement and versatility of the Blue Oval models.

"There could not have been a better location than Rallylegend to present the new Puma St, with a distinctly sporty character, - explains Marco Alù, Ford Italy External Relations Director - with Ken Block who, in addition to using the Puma ST for the Rallylegend reconnaissance, wanted to participate in discovering the new car, during the presentation".

Technologically sophisticated, the Puma ST delivers around 200 horsepower, sprints from 0 to 100 km/h in 6.7 seconds, is equipped with a mechanical limited-slip differential, plus Eco to Track Drive Modes for maximum fun. 19" wheels and Recaro seats, in addition to exclusive colours, make the new Puma ST even more gritty.

FEDERICA LONARDI AND ANNA DUSI, TESTIMONIALS OF THE LADY RALLY VERONA GROUP, WILL BE AT THE START OF RALLYLEGEND WITH THE RENAULT CLIO MAXI OF THE UNFORGETTABLE ANGELO MEDEGHINI

It is the second body officially built by Renault Sport and the first to arrive in Italy in 1995, granted to the fast and unforgettable Angelo Medeghini, who died prematurely six years ago. With the legendary AC100CA, the crew Federica Lonardi and Anna Dusi will be at the start of Rallylegend, also as testimonials of the Lady Rally Verona group. A project sponsored by ACI Verona, born from the will of a group of passionate, she-drivers and co-drivers all from Verona, who have decided, also through motorsport, to make their voices heard for the respect of the rights of all women.





TOMORROW FRIDAY 2nd OCTOBER THE RALLY STARTS AT RALLYLEGEND

Friday 2 October, after the morning shakedown, **Rallylegend** will see the start of day 1 of the rally at 7.00 pm from the Rally Village and the dispute, by night, of the two passages of "I Laghi" and "Faetano", with interval for Regrouping at the historical center of San Marino.

18TH RALLYLEGEND 2020: CONTACT DETAILS

Rallylegend organisational office: mob. (+39) 337.1009702
tel. (+378) 0549.909053

Website: www.rallylegend.com **e-mail:** info@rallylegend.com

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>

PRESS OFFICE

Manager: Leo Todisco Grande mob. +39.335.8298326 e-mail leotodisco@rallylegend.com

