



Press release

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# Rallylegend 2026: the story continues with new challenges and the return of the Memorial Bettega

***New format and tickets on sale from April 1st***



Rallylegend returns from October 8 to 11, 2026 with a new edition marking an important step in the event's evolution, both from an organisational and content perspective.

Following the great success of 2025 — which confirmed Rallylegend among the most followed events on the international rally scene, with over 110,000 attendees, more than 200 crews at the start and ever-wider media coverage — the organisation has worked in the months since with one clear goal: **improving the management of an event that grows every year in numbers, audience and complexity.**

## **RALLYLEGEND 2026 ORGANISATIONAL NEWS**

The increasingly significant crowds and the very nature of Rallylegend — a one-of-a-kind event — make organisation an ever more complex challenge.

For this reason, the 2026 edition stems from in-depth work on crowd flow and overall event management, with concrete measures designed to improve the experience for both spectators and crews:

- A **reorganisation of the special stage order**, designed to distribute the public more evenly across a wider section of the route, avoiding excessive concentrations in limited stretches and enabling a more orderly and safe experience
- A **spectator control system** on the special stages activated earlier than vehicle passage, to identify and manage any situations in good time
- Strengthened operational **coordination between the organisation and security teams** in managing crowd flow along the entire race route

This set of measures has one clear objective: to make the event run more smoothly, improve crowd management and contribute to greater punctuality in the running of the stages — supporting Rallylegend in ever more solid and sustainable growth. A necessary **evolution for an event that continues to grow**, while keeping its spirit and identity fully intact.

## **RALLYLEGEND BRINGS BACK THE MEMORIAL BETTEGA**

The major highlight of the 2026 edition will be the return of the Memorial Bettega, one of the most spectacular and beloved competitions in recent motorsport history. After years of absence, **Rallylegend brings back the famous head-to-head challenge, made iconic by the Bologna Motor Show format**, reimagined in a form adapted to the event's context — preserving its spirit without the aim of fully replicating the original format.

The race will take place on Sunday, at the end of the special stages, with an adaptation of the "The Legend" track that will allow for a direct head-to-head between two cars.

Competing will be a **selection of WRC and Group B cars**, the latter also starring to mark the fortieth anniversary of their last competitive appearance at the Memorial Bettega in 1986.

The return of the Memorial will therefore be presented in a commemorative key, with the aim of reviving its spirit and historical value, bringing together some of the protagonists of that era alongside new faces, in a challenge capable of uniting memory and the present.

The return of the **Memorial Bettega will be realised in collaboration with Fiera di Bologna, which has granted the use of the historic brand for this new chapter.** The collaboration will continue beyond Rallylegend, with the cars featured in the Memorial on display at the Auto e Moto d'Epoca (AME) show, scheduled in Bologna in the weeks following the event.

*"Forty years after my father's passing, it is always heartening to know he is remembered. The Memorial Bettega in Bologna has always been one of the most cherished memories, and knowing it will come back to life at Rallylegend makes us very happy. It is an event truly dedicated to the fans, and there could be no better moment to honour his memory."*

**Alessandro Bettega**



## **40 YEARS OF GROUP B AND MANY MORE EVENTS AND GUESTS**

2026 also marks the fortieth anniversary of the legendary Group B cars, a symbol of one of the most fascinating and extreme eras in rally history — a technical and emotional heritage that remains one of the pillars of Rallylegend's identity. Special events and initiatives involving drivers and protagonists from various disciplines are also being finalised, with the aim of further enriching the programme.

The full programme for the 2026 edition will be presented in the coming weeks.

## **TICKETS ON SALE FROM APRIL 1ST**

Ticket sales for Rallylegend 2026 will officially open on April 1st. As with previous editions, strong demand is expected in line with the growth recorded in recent years, and the pre-sale phase will be a key moment for all enthusiasts who want to secure their access to the event.

During the first phase, a dedicated promotional offer will also be available until June 1st.

## **INTERVIEW WITH PAOLO VALLI ON THE RALLYLEGEND YOUTUBE CHANNEL**



Download the full transcript of the interview with Paolo Valli and the complete press release in PDF from the Media Area on Rallylegend.com

### **Paolo Valli**

Rallylegend Organiser

*"Rallylegend has grown year after year, to the point of becoming an event that now attracts an ever wider and more international audience. This places a great responsibility on us, because it means managing significant numbers on a real territory, made up of real roads and real people. The work we are carrying out goes exactly in this direction: improving the organisation, making the event smoother and safer, without losing sight of what Rallylegend has always been."*

### **Vito Piarulli**

Rallylegend Organiser

*"Our goal every year is to grow and evolve the event. It is no easy task after 24 editions, but there are still stories to tell. The Group B cars, for example, as well as the Memorial Bettega, which will return in a commemorative key of course, but with the aim of bringing its spirit back in a form consistent with Rallylegend. In the coming months we will continue to work on the content, because Rallylegend is not just a race — it is a place where the history of rally continues to live"*

## **RALLYLEGEND, the passion in numbers.**



+110,000 spectators in 2025

Presences from over 25 nations

+200 crews in 2025

+250 accredited media

+10 millions of reach on the official channels



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