



FIA RALLY SAFETY CAMPAIGNS - ACTIVATION GUIDELINES -

Safety is a key priority for our community and the FIA is committed to doing everything possible to protect motor sport spectators, competitors, officials, marshals and media attending rally events around the world. To this end, high profile messaging has been developed in the form of two campaigns to educate fans and media about staying safe while spectating or working at rally events.

Organisers of rally events around the world are encouraged to use the **rally spectator safety assets**, while the organisers of a WRC round should also activate the **e-safety campaign**, as the series entered an exciting new hybrid era in 2022.

WRC e-safety

All Rally1 cars now feature hybrid electric powertrains. With this comes new precautions for fans and (tabard) media in special stages in the event of a crash or another incident due to the high-voltage electric current the cars generate. The key message is for them to “look for the green light”!



• What is available

- **1 print visual** in several formats (horizontal one-pager, A3, A4, A5 & square for Instagram)
- Available in ENG / ESP / EST / FIN / FRA / GRE / HRV / ITA / JPN / NED / POR / SWE

• How to use

- ✓ Use in the appropriate format **across all your event platforms**:
 - On your event website in the spectator info section and media section
 - In your event’s spectator or guest magazines and in the Media Safety Book
 - On your social media channels repeatedly before and during the event: Facebook, Twitter, Instagram (**#RallySafety**). Don’t hesitate to personalize the message & tonality for your audience!
 - As a print poster in all possible spectator areas and in the Media Center
- ✓ Pitch as a news story in your local & national media – all assets can be shared with your media contacts for publication in third party media outlets.

All WRC e-safety campaign assets are available [here](#), filed by language. Source files are available in the same link if you wish to edit the graphics with your own images or language.



Rally Spectator Safety Campaign

“Get with the In-crowd”

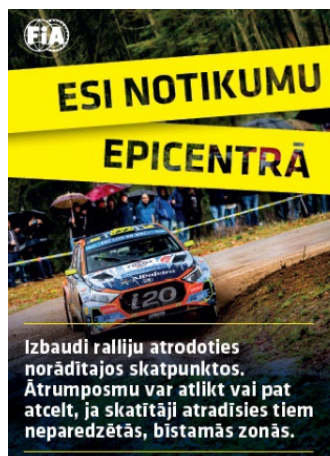
General spectator safety campaign advice is also available as print and video assets for social media and the major spectator zones at the event. These are meant to encourage fans to populate the designated areas during an event, with secondary messaging to reinforce the important safety reasons for doing so.

• Five key messages for fans and media

- ✓ "Enjoy the rally **from the safety of spectators' areas**, that's where the show takes place!"
- ✓ "Find your sweet spot in the spectator area **30 minutes before the stage starts** as this is when the road closes"
- ✓ "Help our Marshals and enjoy your event to the full. **They are there to protect you, please listen to them**"
- ✓ "Enjoy the event from the **marked zones**. **The stage can be delayed or cancelled** if fans are found in unprotected areas"
- ✓ "We'll put you **as close to the action as possible (but not closer)**. Stay safe on the Stage"

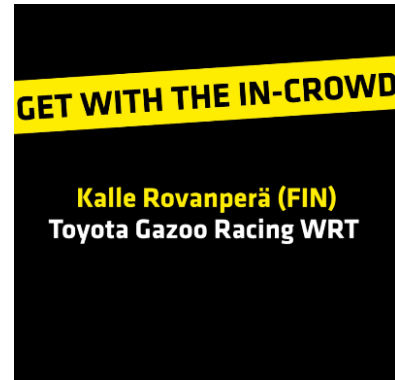
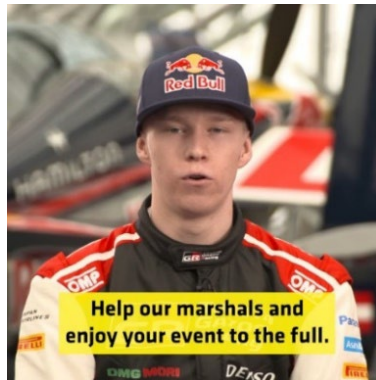
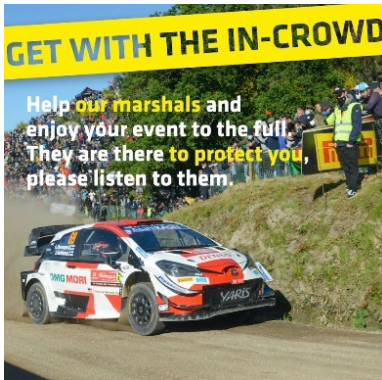
• What is available

- 7 posters with WRC imagery, available in ENG / ESP / FRA / HRV / FIN / GRE / ITA / JPN / NED / POR / SWE
- 5 posters with ERC imagery, available in CZE / ENG / ESP / ITA / LVA / POR / POL





- **Short driver videos (8-10 second long, subtitled)** featuring the WRC drivers and promoting the same spectator safety messages (36 clips in total with a mix of ENG / ESP / EST / FIN / FRA / GRE / JPN).



• How to use

- ✓ Use the print and video assets as a mix before and during the event across all your event platforms:
 - On your event website in the spectator info section and media section
 - In your event's spectator or guest magazines and in the Media Safety Book
 - On your social media channels repeatedly before and during the event : Facebook, Twitter, Instagram (**#RallySafety**). Don't hesitate to personalize the message & tonality for your audience!
 - As print posters in all possible spectator areas and in the Media Center
- ✓ Pitch as a news story in your local & national media – all assets can be shared with your media contacts for publication in third party media outlets.

Note: in English, you will find the same seven posters with two different taglines: "Get with the in-crowd" and "Be at the heart of the action". In some non-English speaking countries, the second variant may be more appropriate if the first version isn't intelligible for your audience.

All the rally spectator safety campaign assets are available [here](#) (driver videos, print assets with ERC photos, print assets with WRC photos) and filed by language in the different folders. Source files are available in the same link if you wish to edit the graphics with your local language.

ALL CAMPAIGN ASSETS ARE WELL AS GENERAL RALLY SAFETY MATERIAL DESIGNED FOR ASN AND RALLY ORGANISERS ARE ALSO AVAILABLE ON THE [RALLY SAFETY PAGE](#) OF THE FIA WEBSITE.

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Contact

If you have questions or would like to receive guidance to adapt the assets for your local needs, please write to: rally.communication@fia.com.