

Press Release

High Peak joins WRC as official merchandise partner

- New WRC clothing line features best-selling hoodies, polo shirts, caps
- 2018 range also includes stylish and fashionable leisurewear
- Easy purchases from home via new WRC online shop – now open
- Modern on-event store open to fans in WRC service park

Munich, Germany, 9 January 2018 – WRC Promoter has completed a multi-year agreement with High Peak Finland to join the FIA World Rally Championship as the new official merchandise partner.

High Peak is the new market place for all WRC's officially licensed products, including the championship's ever-popular clothing range, car accessories and toys, such as slot-car sets and radio-controlled rally cars.

A brand new webshop where fans can browse and purchase their favourite WRC merchandise is now open via the championship's official website at <http://shop.wrc.com>.

High Peak has also developed a state-of-the art sales outlet which will be a key service park attraction at WRC rounds. It includes a walk-around showroom, based on a traditional high street shop, where fans can peruse items and try on clothing before making purchases.

The highlight of High Peak's 2018 range is a new collection of high-quality WRC clothing, featuring fully branded items such as polo shirts, T-shirts, hoodies, jackets, hats and caps which are ideal for fans to wear at rallies.

It also includes more discreetly branded modern leisurewear, perfect for wearing around the home or when out and about.

High Peak is one of Finland's biggest promotional item companies. As the merchandise partner of AKK Sports, it is responsible for all the country's motorsport stock, including the WRC's Neste Rally Finland.

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It holds exclusive corporate sales and distribution agreements with other major sporting and confectionary brands and a wide supplier network across Europe and Asia.

Partner and head of sales Sami Eljaala said the company's expertise in international motorsport and at high-profile events like Red Bull Crashed Ice in Finland ensured fans' expectations would be matched.

"Our business includes everything from visual designs to on-site, online and partner sales. Event sales is not only about selling but also about creating an experience for the fans," he explained.

"We've created a purpose-built sales outlet for the service park which fans can walk around at their leisure, feeling the quality of our clothing and trying on items in comfort. That's what they expect and we want to meet those expectations."

WRC Promoter managing director Oliver Ciesla added:

"Our WRC clothing collection includes long-established favourites such as hoodies, polo shirts and an entire new range of caps, all easily available from our new online shop or from the brand new service park store.

"Of course, fans want to wear WRC clothing stageside at rallies. But they also want cool and fashionable items when back home, and our new range of WRC leisurewear offers that," said Ciesla.

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Photograph captions

1. At the wheel - WRC Promoter managing director Oliver Ciesla (left) and High Peak's Sami Eljaala.
2. A purpose-built sales outlet will be a key service park attraction at WRC rallies

About WRC Promoter GmbH

WRC Promoter GmbH is responsible for all commercial aspects of the FIA World Rally Championship, including TV production and the marketing of global media and sponsorship rights. The Promoter also has responsibility to increase the field of

participants and to propose the venues that form the FIA WRC calendar.

The World Rally Championship is the FIA's premium rally series. WRC showcases authentic motorsport, high performance cars and the world's best drivers competing in dramatic surroundings ranging from the ice and snow of Scandinavia to the stifling heat of Sardinia. Established in its current format in 1973, WRC participants battle for the drivers' and manufacturers' world titles at 13 rallies spanning 15 countries and five continents. Additional championship information can be found at www.wrc.com and www.wrcplus.com.

Next rally: Rallye Monte-Carlo, 25 - 28 January 2018

About High Peak Finland Oy

High Peak Finland Oy is the official merchandiser for licensed WRC products, designing, producing and selling the merchandise. In 2018 High Peak brings a completely new container shop to WRC rallies and has opened an online shop at shop.wrc.com, with worldwide deliveries. By dividing the collection into two clothing lines, basic and lifestyle, and by adding a merchandise range for kids, High Peak ensures everybody has been taken into account.

High Peak Finland Oy was founded in 1998 and has since grown to become one of the biggest promotional giveaway and merchandising companies in Finland. The partnership with WRC enables High Peak to take the Finnish expertise in sports merchandising to the important international market, and therefore provides an exclusive opportunity for High Peak to grow.

High Peak Finland Oy is proud to be part of the World Rally Championship - one of the most challenging and diverse motorsport disciplines.

BUSINESS SEGMENTS:

- Event Merchandising
- Promotional Giveaways
- Wholesale
- Online Solutions

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