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## **WTCC SIGNS BROADCASTING DEAL WITH RTL IN GERMANY**



**The FIA World Touring Car Championship is delighted to announce an important deal with leading German commercial channel RTL, covering the broadcasting of the 2010 season.**

RTL will show a 10-minute highlights programme of WTCC races before the broadcast of F1 qualifying sessions, within a captive motorsport fan audience. The first programme will be aired on March 13th on the occasion of the F1 season opening in Bahrain.

In addition, WTCC will also receive coverage on RTL multimedia platform, including editorial features on RTL website and in the news reports.

Marcello Lotti, General Manager of KSO, the promoter of the WTCC, commented: *"This deal with RTL marks an important strategic development for us. Getting our World Championship onto terrestrial TV in the leading automotive market in Europe, is a massive boost for everyone involved and will bring the WTCC to a major new audience. For the championship, sponsors and teams, this is a great news that will further grow the brand and increase interest levels in Germany".*

Manfred Loppe, head of sports, RTL said: *"We are happy to air WTCC, the premier world touring car competition in our programmes and to offer our audience an additional attractive motorsport series around our Formula 1 broadcast."*

Over the past five years, the WTCC has enjoyed a steady audience growth, consolidating its FIA World Championship status as well as increasing its popularity worldwide.

In 2009, the WTCC drew record viewing figures with a cumulative global audience of 430 million different viewers (+23% over 2008) and increased its worldwide distribution to more than 160 countries across 75 TV networks.

More information and pictures: [www.fiawtcc.com](http://www.fiawtcc.com)

Series partners



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