

Rally d'Italia Sardegna

Press Office



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Automobile Club Italy and Sardinia Region together in order to create the best rally in the world

At the presence of the Sport Councillor of the Regional Council Elisabetta Pilia, has been presented the 2006 Rally d'Italia Sardegna

"This land has one more gear compared to the others and such a good occasion to promote it should not be wasted. I am here to testify the big interest of the whole Regional Council and the President Renato Soru towards Rally d'Italia Sardegna". This was the beginning of the speech of Elisabetta Pilia, Councillor of Education, Culture, Information, and Sport of the Autonomous Region of Sardinia during the Press Conference that took place this morning in Cagliari. An important declaration, in some way historical, that underline the agreement between Region Sardinia and Automobile Club Italy. "The interest shown from the Region confirms that the Automobile Club Italy's choice to bring Rally Italy in Sardinia has been the right one" said Angelo Sticchi Damiani President of the Organising Committee "An now we can go on with even more strength in order to create a wonderful event that will endure. Here there are the conditions to organize together with the Institutions a unique event, able to face the competition of the other countries around the world. At least other six important countries, among them South Africa and Portugal, that already hosted motor-sport world events, and others like Jordan and Poland stood as candidate to enter the limited number of races valid for the World Championship. Therefore we are particularly happy for the renewed support of Region Sardinia".

An agreement that include all the Regional Institutions, as testified by the presence of the Olbia and Cagliari Majors and of those of several of the municipalities the rally will go through and also by the presence of the Police, absolutely necessary to carry out this event. Rally d'Italia Sardegna touched the heart of all the Sardinians, that now feel it as their own heritage and as something to spread around the world the image of their land. "Events like this one" added Councillor Elisabetta Pilia "represent unique occasions to promote Sardinia. The Region will do its best to support events like this in the future, respecting the environment and with a big communicational impact in the world".

The declaration of Emilio Floris, Major of Cagliari, and Settimo Nizzi, Major of Olbia, were in the same way. The first one underlined the importance to seize these opportunities to export the image of Sardinia in the world. The second one said he was proud to host in his territory an event that do not need, or in any case only marginally, the financial contribution of the Public Board and instead bring richness to the hosting territories. Antonio Turitto, General Manager of the Rally, dwell upon this subject "The numbers speak from themselves and indicate that the rally brought in the territory profits and promotion. During the five days of the race the induced economy brought into the territory has been of 7 Millions Euros. As far as concern promotion the images of Sardinia and its rally have been broadcasted in 196 countries around the world".

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