



Press Office

RACE&MOTION & RALLY ITALIA SARDEGNA JOIN THE EFFORTS FOR PROMOTING SARDINIA UNIQUENESS.

Rally d'Italia Sardegna, Italian round of the World Rally Championship has confirmed the appointment of Race&motion as official photo agency of the 2009 edition.

The choice is consistent with the wider project of the organising committee to promote – through an event of international interest - the Sardinian country and his environmental features, representing a vital resource to develop the tourism industry of the island along the four seasons.

Race&motion is a leading photo agency in the World Rally Championship thanks to the distinctive factor of its production – unique in the field – able to merge the spectacular action of the sport with the atmosphere of the scenery, into images of strong emotional impact.

The agency is one of the main images supplier of Rallycourse – the official book of the FIA World Rally Championship – and has worked with the main car makers, magazines and sponsor worldwide. Since 2005 Race&motion has been co-operating with Rally Ireland organisers with the aim of enhancing the image of the rally itinerary and ensuring the photocoverage of the event.

“Race&motion made its style unmistakable along the years, thanks to the skill of constant renewal of the production while keeping live the original rally spirit, a competition made of endurance, challenge against the limit and adventure.” – explains Germano Gritti, co-founder of the Agency together with Anna Canata . “The different sceneries, cultures and traditions, framing each rally round, play an essential role in heightening the magic charm of this sport. The Rally d'Italia-Sardegna represents a unique combination of all these elements: one of the most spectacular itinerary of the whole World Championship, tons of passionate spectators, historical heritage, unpolluted wild nature full of variety”.

“Race&motion and the Rally organisers – Gritti says – could only work together, having the common goal of promoting the exuberant beauty of the event and its scenery towards a wide audience.

Race&motion photogallery will be published during the event on the official website www.rallyitaliasardegna.com.

Rally d'Italia Sardegna

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