

TER[®]

TOUR EUROPEAN RALLY



ABOUT TER



"The TER project was born in 2016 to merge the assets of some outstanding rally events in Europe and create a "Series" in order to have an enhanced global promotion.

The chosen events must have outstanding characteristics: based in tourist-oriented areas, they must possess unique specific features different from the other championship events and they must display an excellent touristic and/or historical background.

In all the TER rounds, the "TER RALLY VILLAGE" will enable each event to promote and share its location, tourist packages, food, history, etc.

The TER and its locations are promoted through TV Coverage in 97% of the world (more of 150 countries), by social networks, the most important web platforms, by newspapers, magazines, and other important media".

All TV production, press, distribution is managed inside TER company.

TER Historic, since 2019 and TER Series (the world series of TER) born in 2023, are also promoted by TER "Modern" and all events of the series are TER events.



The TER is an innovative concept of international rally series FIA Approved. A perfect blend of the sporting and tourism side of the events and locations enabling a tailored promotion.

The rounds of TER combine outstanding characteristics and unique specific features, all enhanced by a dedicated global promotion.



WHY SHOULD DRIVERS, TEAMS, COMPANIES CHOOSE TER



- Wide TV/Web Coverage for Drivers/Teams, Events and commercial partners.
- Great promotion opportunities for drivers (TV, web, media, social).
- The Promoter will give each Driver/Team entered in the TER 5 minutes of generic video footage of each event, the video will be FOC and without any TER rights, only with the TER logo and Rally logo in a corner of the screen.
- Free registration, no series entry fee for drivers.
- A supply FOC of TER 25 minutes TV Reports to all Drivers and/or Teams who wish to broadcast TER Events in their country (no international broadcasting, only for local or national TV). The TV Report of each TER event will have the little TER logo in a corner of the screen.
- All the Teams and Drivers will be welcomed in the amazing locations of the TER.
- Dedicated promotional activities involving Drivers during events.
- New-for-2022 tailored sightseeing and TER VIP Tour packages.



- 646 drivers have registered for the TER - Tour European Rally 2016, 2017, 2018, 2019, 2020, 2021, 2022 and 2023.
- Registered drivers come from 31 countries: Argentina, Austria, Belgium, Bulgaria, Czech Republic, Denmark, France, Germany, Greece, Hungary, Japan, Ireland, Italy, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, South Korea, San Marino, Spain, Sweden, Switzerland, Turkey, UAE, UK, Ukraine and USA.
- 2 Official Teams registered in Tour European Rally: Hyundai Motorsport and Toyota Motorsport GmbH.
- Main Top Drivers have registered in TER: Sebastien Loeb, Hayden Paddon, Giandomenico Basso, Romain Dumas, Luca Rossetti, Andreas Mikkelsen, Nil Solans, Bryan Bouffier, Paolo Andreucci, Bernd Casier, Mads Ostberg, Ole Christian Veibi, Stephane Lefebvre, Andrea Crugnola, Jaroslav Orsak, Pieter Tsojen, Olivier Burri, Yoann Bonato, Umberto Scandola, Eric Camilli.

MAIN TV COVERAGE



MOTORVISION TV

Market Reach: 115+ Countries Worldwide
 Technical Reach: around 21+ million homes
 An average of over 300 broadcasts of TER events per year

Germany, Belgium, Netherlands, Denmark, Sweden, Norway, Finland, Iceland, Luxembourg, Switzerland, Spain, France, Greece, Cyprus, Algeria, Bahrain, Egypt, Iraq, Iran, Kuwait, Lebanon, Libya, Qatar, Saudi Arabia, Syria, Tunisia, UAE, Albania, Bulgaria, Croatia, Montenegro, Republic of Bosnia and Herzegovina, Republic of Serbia, Republic of Slovenia, Israel, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, CAR, Chad, Comoros, Congo, Cote d'Ivoire, Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gambia, Gabon, Ghana, Guinea, Guinea Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Senegal, Seychelles, Sierra Leone, Soao Tome & Principe, Somalia, Southern Sudan, St. Helena, Sudan, Swaziland, Tanzania, Zanzibar, Togo, Uganda, Zambia, South Africa, Zimbabwe, Timor Leste, Mozambique, Angola, Nigeria, Philippines, Maldives, Myanmar, Mongolia, Cambodia, Sri Lanka, Nepal, Thailand, Portugal, UK, USA, ...

Cross Channel Content Distribution:

TV: Sky, Prime Video, T, Waipu TV, Zattoo, Watch IT!, TV.deLive A1, Magenta, Lixest, My Sports, Blue Sport, Quick Line, Post Luxembourg, Eitrona, Samsung TV Plus, Xumo, LG Channels, Rakuten TV, Pluto TV, Plex, Roku TV, TCL, Huawei, Netgem, LocalNow, X Foxum, TIVO, Altice, Zoasa, Hisense, Prende TV, Rad., More Thank Sports TV.

WEB/APP:

Motorvision, AppStore, GooglePlay, Fire TV, Roku, Samsung Smart TV, LG, VIZIO.

SUPERSPORT "Multichoice"

20+ million subscribers

Affiliates:

- ESPN
- Sky Sport
- Sony TEN
- Fox Sports Australia

Sister Channels:

- T Magic
- Abol TV
- Africa Magic
- Akwaaba Magic
- Channel O
- kykNet
- M-Net
- M-Net Movies
- Me
- Masha Magic
- Mzansi Magic
- Novela Magic
- OneZed
- Pearl Magic
- Zambezi Magic
- Maningue Magic
- Kwenda Magic

MAV TV

Around 35 million homes technical reach in the USA
 USA, Canada.

EL GARAGE TV

7.5 million subscribers.
 Spain, Argentina, Chile, Uruguay, Paraguay, Bolivia, Peru, Colombia, Dominican Republic, Mexico and the United States (southern zone).

beIN SPORTS

Over 55 million subscribers worldwide, 5 continents, 43 countries and in 9 different languages spanning Europe, North America, Asia, Australasia and the Middle East & North Africa). Hong Kong, Indonesia, Laos, Malaysia, Philippines, Thailand, East Timor and Singapore, Australia, Algeria, Bahrain, Chad, Djibouti, Egypt, Eritrea, Iraq, Iran, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, the Palestinian Territories, Qatar, Saudi Arabia, Somalia, Sudan, South Sudan, Syria, Tunisia, the UAE, Yemen, US (meaning the United States of America including US Overseas Territories), Canada and Turkey.

FOX SPORT RACING

Canada & Caribbean

ARENA SPORT

Currently reached 2.5 million households with an average market share of 50% across the region (ex-YU countries – Serbia, Croatia, Slovenia, Bosnia and Herzegovina, North Macedonia, Montenegro).

- EVOtv
- Polaris
- Max TV
- TotalTV
- ArifMotion

MotoRRacing TV

- Samsung TV Plus (connected TVs) 18 million TV Sets (Available in UK, Germany, Austria, Switzerland, France).
- Pluto TV (Connected TVs, laptops, mobile phones) (Available in France, o Block of programming incorporated in Pluto Extreme).
- Rilaxx (Amazon Fire, Android TV, Apple TV, Connected TVs : LG, Panasonic, Hisense, Sharp, Toshiba, Medion, Metz, JVC, Telefunken, Grundig) (Available in UK, Germany, Austria, Switzerland, France).
- Samsung Mobile Phones (Available in UK, Germany).
- Huawei Mobile Phones (Available in UK, France, Italy, Germany, Sweden, Poland, Denmark, Norway, Spain, Finland, Japan, Russia, South Africa, Mexico, Malaysia, Philippines, Saudi Arabia, Singapore, Thailand, Chile, Colombia, Egypt, Turkey, United Arab Emirates and South Africa).

SPORTY STUFF TV - SKY TV

UK + IRELAND

MORE THAN SPORTS TV

Germany, Austria, Switzerland

EO TV

More than 32 million households in Germany, Austria and Switzerland.

MS MOTOR TV

Italy.

ADDITIONAL TV/PLATFORMS COVERAGE

- Amazon Prime UK
- Amazon Prime US
- Apple TV
- BLACK
- PROX TV
- My-HD
- ZAP
- ZABA VA ITO
- PRIMETEL
- CABLENetCyTa
- MTN Cyprus
- BleuSat
- Orange
- Free
- Boygous
- DNA
- SMART
- HYPP TV
- Diraagu
- SkyMedia
- UNIVISION
- MNBC
- Zap
- SKYNet
- KNIPPR T-Mobile
- Youfone TV
- SUBISU
- ACCION
- NOS
- UPC
- TELECOM Srbije
- AVCom
- Singtel
- Amis
- DEOD
- Truevisions
- TELENOR Canal Digital
- TELENOR Sweden's CATV/IPTV
- DTH
- TV Flex
- TV Stor
- Sappo TV
- YouSee Denmark (reaches more than 1.2 million households)
- ELISA FINLAND
- Lixest
- PROXIMUS (is already used by more than 1.5 million customers)
- Breedband Helmond NL
- MySports by UPC Switzerland
- TELECLUB
- Sky Sport OTT
- Telemach
- SBB
- D3
- EON
- D3i
- EUSKALTEL
- GIBTELECOMa



2024 TER CALENDARS



TER - TOUR EUROPEAN RALLY

DATE	EVENT NAME	COUNTRY	SURFACE
05-07/04	Rallye Sierra Morena	SPA	Tarmac
09-11/05	Rallye Antibes Côte d'Azur	FRA	Tarmac
06-08/06	Rally de Lisboa	POR	Tarmac
28-30/06	Rally Fthiotidos	GRE	Tarmac
04-06/10	Rally Terra Sarda	ITA	Tarmac
15-16/11	Azores Rallye (<i>coeff. 2</i>)	POR	Gravel



TER HISTORIC

DATE	EVENT NAME	COUNTRY	SURFACE
05-07/04	Rallye Sierra Morena	SPA	Tarmac
09-11/05	Rallye Antibes Côte d'Azur	FRA	Tarmac
06-08/06	Rally de Lisboa	POR	Tarmac
28-30/06	Rally Fthioditos	GRE	Tarmac
04-06/10	Rally Terra Sarda	ITA	Tarmac



TER SERIES The World Series of TER

DATE	EVENT NAME	COUNTRY	SURFACE
05-07/04	Rallye Sierra Morena	SPA	Tarmac
01-02/06	Rally Barbados	BRB	Tarmac
04-06/10	Rally Terra Sarda	ITA	Tarmac

TER PROMO EVENTS

DATE	EVENT NAME	COUNTRY	SURFACE
01-03/02	Arctic Lapland Rally	FIN	Sow/Ice
-- . --/11	Cronoscalata Tandalò	ITA	Gravel



PRESS

TER, une autre Europe
PROMOTION Le champion d'Europe (ERC) a désormais face à lui une nouvelle série. Dans laquelle il est question de sport et de tourisme.

LE POINT
Le futur TER sera-t-il une autre Europe? C'est la question qui se pose. Le championnat d'Europe (ERC) a désormais face à lui une nouvelle série. Dans laquelle il est question de sport et de tourisme.

TuttoRally+
PROVE SPECIALI E ORARI DEL RALLY D'ITALIA

DAL PORTOGALLO ALLA SARDEGNA
GRANDE SHOW
OGIER VS NEUVILLE: DUELLO SULL'ISOLA E CITROËN SI AGGRAPPA A MINNKELSEN

MOTORTREND ON DEMAND
2017 Tour European Rally Round 1 Transylvania Rally
TOUR EUROPEAN RALLY ER - 1 - 29:36

Destaque Rali Vinho Madeira 2016
TER aposta na Madeira onde tudo começou

EDMAR FERNANDES... O futuro do TER será considerado "uma grande prova".

MOTORTREND ON DEMAND
2017 TOUR EUROPEAN RALLY-RALLYE INTERNATIONALE DU VALAIS
TOUR EUROPEAN RALLY EP - 5

FOCUS!
TOUR EUROPEAN RALLY LE «TER» SUR LES RAILS

TOUR EUROPEAN RALLY TER NASCEU DE UMA CONVERSA COM PEDRO MUELLER, ARAÚJO

TER YPRES RALLY
NO EUROPE YES PARTY



TOUR EUROPEAN RALLY