

A RECORD 430 MILLIONS WATCHED WTCC IN 2009

The 2009 season of the FIA WTCC drew record viewing figures with a cumulative global audiences of 430 million different viewers according to the annual broadcast report published by independent German Institute IFM.

The 2009 audience figures represent an increase by 23% of ratings and a gain of 80 million viewers (over 350 million) compared to 2008.

Throughout the 2009 season, the WTCC was televised by 75 TV networks worldwide (50 free-to-air channels and 25 cable & satellite networks or pan-regional channels) in over 160 countries. The global TV coverage generated over 1,040 hours of dedicated broadcasts, a significant 15% increase.

The WTCC's continuous growth in popularity and success has also resulted in an increase in event attendance with 761,000 spectators enjoying the races, while the website traffic generated 8.2 million page views.

Jacques Raynaud, Vice-Chairman of Eurosport Group and Eurosport Events commented: *"The WTCC is now firmly established and perceived as a true motorsport World Championship and we are extremely satisfied to see how it continues to break audience records season after season. These outstanding viewing figures prove that the WTCC's popularity is growing steadily and appeals to large, diversified audiences. This success results from the event's format which is compact, dynamic and entertaining and the high standard television broadcast that has seen the introduction of our landmark production in native HD. Our continuous innovations and a permanently renewed suspense have contributed to boost audiences. We look forward to continuing our development in 2010 and working with all our stakeholders to deliver another successful year."*



Last year the FIA WTCC attracted 430 million viewers over 75 TV channels worldwide

A SEAT TDI FOR TOM CORONEL

2009 FIA WTCC Independents' Trophy winner Tom Coronel will switch to a SEAT León TDI for the new season. After four years at the wheel of petrol-powered SEAT León cars, the 37-year-old Dutchman will drive a turbodiesel machine run by SUNRED Engineering.

"I always said I wanted to have a diesel car. At last I managed to get one. With this car we can fight for podium places on a regular basis," said Coronel who faces his third season with the Spanish team.

"We have developed a great relationship. Of course they have close ties with SEAT Sport and their workshop is just around the corner. Therefore we have the opportunity to benefit from full technical support. With this package I have better chances than ever to score. I can't wait for the season to start!" Coronel concluded.



The livery of Tom Coronel's SEAT León TDI for the new season

MEDIA ACCREDITATION FOR CURITIBA

Rounds 1 and 2 of the 2010 FIA World Touring Car Championship will take place at Curitiba, Brazil, 6th and 7th March.

The deadline to apply for media credentials is Tuesday, 23rd February.

Please be reminded that media passes issued by National Sporting Authorities and/or any other series will NOT be valid.

Accreditation forms can be downloaded from www.fiawtcc.com/Accreditation.asp.

- **International Press** must send applications to Fabio Ravaioli
tel +39 06 39729497, fax +39 06 39729470, email: media@fiawtcc.com
- **Brazilian Press** must send applications to Márcio Fonseca
tel/fax: 011 55429834/55314621; email: fonsecamarcio@terra.com.br
- **TV and Radio** must send applications to Antonios Argyropoulos
tel +33 1 40938517; email: antonios@eurosport.com

COUNTDOWN: - 27 DAYS



to the 2010 FIA Race of Brazil – 6th / 7th March in Curitiba