

FERM®

RALLY NEWS

Mexico 2011

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RALLY OF EXTREMES FOR FERM

FROM MINUS 27 IN SWEDEN TO PLUS 27 IN MEXICO. THE FERM POWER TOOLS WORLD RALLY TEAM BECAME INTIMATELY ACQUAINTED WITH THE EXTREMES IN THE FIA WORLD RALLY CHAMPIONSHIP DURING AN INTENSE RACE. ALSO INTENSE FOLLOWING AN UNFORTUNATE VEHICULAR SOMERSAULT.



Not only was the climate totally different, so was the road. No longer racing along forest trails covered with snow and ice; now they had to cover almost exclusively with gravel roads. That was excellent for Dennis Kuipers, the FERM World Rally Team driver. "I feel at home on gravel," he said.

Driving through the mountains as high as 2,700 m gave the second World Championship Rally of the season something extra special. Just like the heart-warming support of the many Mexican rally fans. "The people here love motorsports, and

they really show it from the heart," says Frederic Miclotte.

Along with his Belgian navigator, Dennis Kuipers proved to be one of the surprises on opening day of the Rally of Mexico. The Mexico debutant blasted through to seventh place, the highest result for the driver and the team in a World Championship rally so far.

The seventh position was even more surprising because of the technical problems during the shakedown test on Thursday. The radiator was damaged by a

pothole. That meant that the team was not able to make sufficient test runs.

During the opening special stages on the second day, the rally ended too early for the team. "In a right-left combination the car clipped a left bend, we rolled into a ditch and we ended up on our side." Both he and Miclotte walked away unharmed from the Ford Fiesta RS WRC" a disappointed Dennis Kuipers relates. The damage to the World Rally Car was not but major, but after inspection by the team,

it appeared that the roll cage was damaged. In such circumstances, the rules prohibit further participation.

"Even though I really don't like the early exit, having achieved a seventh position on the first day gives me great confidence for Portugal," Dennis Kuipers said.

The team is now concentrating on the Rally of Portugal, which will be held from 24-27 March. In that gravel rally, the FERM World Rally Team hopes to benefit from the experience it gained with the Ford Fiesta RS WRC.

RALLY OF MEXICO



ALTITUDE TEST

The Rally of Mexico takes the FIA World Rally Championship to new heights. Literally. The best rally drivers in the world will be facing off at 2,737 metres.



The rally in Central America has been on the FIA World Championship calendar since 2004. The rally around Leon, Mexico's fifth-largest city, has since become world famous for the compact route and the spectacular start in the city of Guanajuato.

SILVER MINES

This city has been placed on the UNESCO World Heritage list.

This year, the opening stage went through the underground tunnels and the silver mines. After the spectacular start, the WRC drivers moved to the breathtaking landscape of mountain tops and open valleys. The gravel roads, which are sometimes long straightaways and sometimes meandering curved roads around the mountains of Sierra de Lobos and Sierra de Guanajuato are famous

for being unpredictable. Dangerous stones lie in wait in every corner.

WHISPER-THIN AIR

Driving at such altitudes also has an impact. It not only pushes driver and navigator to the limit, but the motors also loses power in the wispy air. That makes the human factor even more important. In this challenging environment, world champion Sébastien

Loeb (Citroen) again proved to be the best of the best. For the fifth time in a row! In contention for the world title, Ford factory driver Mikko Hirvonen did very well with his second place, the Finn increased his lead in the WRC standings even further. Sébastien Loeb follows with nine points and, after his excellent third-place in Mexico, Jari-Matti Latvala (Ford) is third.

FERM RALLYFACT

A great deal of thought went into every part of our Ford Fiesta RS WRC. Especially about the design of the roll cage. M-Sport, which built the Fiesta, studied 50 different versions before settling on the design that was ultimately used. The result is an imposing system of pipes comprising dozens of metres of high-quality steel tubing. The roll cage provides maximum protection to the driver and navigator in the event of a collision and improves the road holding of the vehicle thanks to the additional stiffness and clever weight distribution. If the cage construction is damaged, as happened to the vehicle of Dennis Kuipers and Frederic Miclotte, it is safety first. The World Rally Car is taken back to the factory to be returned to new with ultimate precision.

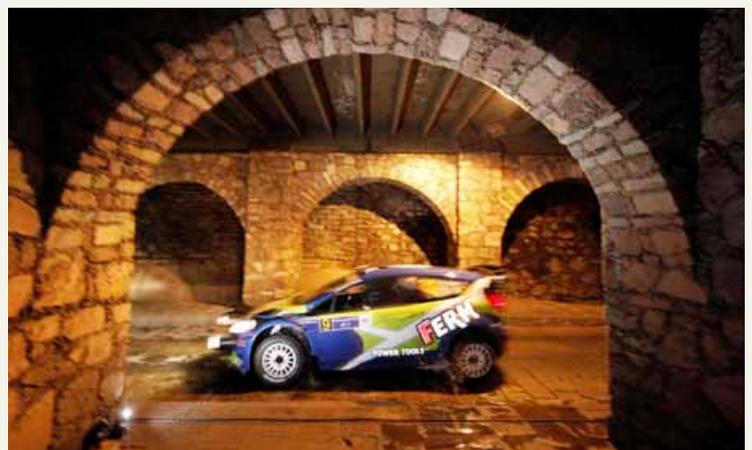
INGENIOUS SYSTEM OF PIPES



FERM WORLD RALLY TEAM MEXICO 2011



WRC RALLY MEXICO watch the movie!



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