



HISTORIC ENDURANCE RALLYING ORGANISATION

November 2012

Dear Competitor,

As you are probably aware by now the CRA and HERO (the Historic Endurance Rallying Organisation) have joined forces and merged into a single organisation, whilst retaining their individuality on all event related aspects. This tie-up was officially announced at the Goodwood Revival 2012 and we are delighted and grateful at the positive support and reaction we have received. The principal reasons for this tie-up are to create a platform that can better serve your rallying requirements by not only streamlining a very busy event calendar, but also by creating operational synergies and by extrapolating such value, we can continue to offer competitive entry fees on all CRA and HERO events.

Furthermore, on top of the operational benefits that will stem from this merger there are also a number of other ancillary benefits specifically aimed at participants. The purpose of this letter is to give you a brief highlight:

- 1) All CRA events will now be qualifying rounds of the HERO Cup (in association with EFG International). Please see www.heroevents.eu/events/herocup for more information.
- 2) The HERO Premier Membership is open to all participants of CRA events. By paying £120, you will become a Premier Member (HPM) and thus be entitled to receive a number of discounts on trades and services that form part of the value chain surrounding the maintenance and enjoyment of your car(s). These include discounts in areas such as insurance, hospitality, bodywork and mechanical specialists, subscriptions and publications to name but a few.
- 3) The Premier Membership ALSO gives you a 10% discount on all HERO and CRA event entry fees as well as 20% discount on HERO Assist services such as Arrive & Drive classic rally car hire fees and car storage solutions. We hope you will find this service useful and at the very least, help keep your rallying costs affordable.
- 4) Starting with the Poppy Regularity Rally, the CRA events' entry fees will have a staggered pricing mechanism, rewarding those who book well in advance with a reduced entry fee (further reduced if one is a HERO Premier Member). Full prepayment is not required. As has been the case in the past the payment of the initial deposit is sufficient to secure the lower entry fee with the balance being due approximately eight weeks before the event.

I want to thank you for your support in the past and I look forward to seeing you on a future event.

Should you have any queries please don't hesitate to contact me on 01633 263366 or 07834 977213, or by email – Jeremy@craevents.eu

Yours sincerely,

Jeremy Dickson

HERO Events Limited, Unit 13, Kenfig Industrial Estate, Margam, Port Talbot, SA13 2PE, UK

t. +44 (0)1656 740 275 · f. +44 (0)1656 741 013 · enquiries@heroevents.eu · www.heroevents.eu · www.craevents.eu

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