



RALLIS M





FINNISH RALLY CHAMPIONSHIP

Finland is seen as the spiritual home of Rallying in the Motorsport World. FRC has been organized since 1959 and it is a premium Finnish motorsport series and highly acclaimed also internationally.

Participants from different countries compete in series as it has especially considered as a platform towards the most challenging international championships.

The Promoter of the series is AKK Sports Ltd. known also as the organizer of the Finnish WRC Round, Secto Rally Finland. The Company is fully owned by the Finnish Motorsport Federation.

In 2025 it includes in total of seven events: three in the winter, three in the summer and one in the fall.





FINNISH RALLY CHAMPIONSHIP

- Finnish championship titles are awarded separately to drivers, co-drivers and teams and also separately in four-wheel drives and two-wheel drives. There are the following two four-wheel drive vehicle classes and two two-wheel drive vehicle classes in FRC:
- **SM(FRC)1 or Rally2:** FIA Rally2/R5
- **SM(FRC)2 or Rally3:** FIA Rally3
- **SM(FRC)3 or Rally4:** R1 ja R2, FIA Rally4, FIA Rally5
- **SM(FRC)4 or V1600:** V1600
- **SM(FRC)5 or National 4WD:** N/FIN-N, FIN-R4WD, N-Lite, R-Lite, S2000, FIN N5, Rally2 Kit
- Points are awarded by class to all who finish an event. The teams' championship is decided as follows: a team can run a maximum of two cars that can be in the same class or different classes. Points are calculated by class – more information about this is available in the FRC Sporting Regulations





**Finnish Rally Championship
is highly regarded
worldwide, in 2024 we
have had drivers from over
15 different nations
competing in our
championship**



Notable Champions



Drivers

Simo Lampinen: 1963, 1964, 1967, 1975

Timo Mäkinen: 1966, 1970, 1973

Hannu Mikkola: 1968, 1974

Markku Alén: 1978

Tommi Mäkinen: 1988

Sebastian Lindholm: 1990, 1993, 1995, 2000, 2002, 2003, 2004, 2006

Marcus Grönholm: 1991, 1994, 1996, 1997, 1998

Harri Rovanperä: 1995,

Mikko Hirvonen: 2002,

Juha Salo: 2002, 2004, 2005, 2008, 2010, 2011, 2013, 2015, 2016,

Juho Hänninen: 2004

Jari Ketomaa: 2006, 2007, 2009

Esapekka Lappi: 2012

Teemu Asunmaa: 2015, 2016, 2017, 2019, 2020, 2023

Sami Pajari: 2019

Lauri Joonas: 2020, 2021

Emil Lindholm: 2021

Mikko Heikkilä: 2022

Co-drivers

Janne Ferm: 2012

Martin Järveoja: 2014

Jonne Halttunen: 2015, 2016, 2017



**In 2025 Finnish Rally
Championship consists of seven
rallies, three in winter**

1. Kuopio, 17.-18.1.2025

**2. Arctic Lapland Rally,
Rovaniemi, 31.1-1.2.2025**

3. Savonlinna, 7.-8.3.2025





Three in summer

4. Turku, 23.-24.5.2025

5. Kouvola, 13.-14.6.2025

6. Lahti, Lahti Historic Rally, 22.-23.8.2025



And Season Finale in fall
7. Seinäjoki, 26.-27.9.2025





Yle and Finnish Rally Championship

- **Yle** which translates to **Finnish Broadcasting Company**, is Finland's national public broadcasting company, founded in 1926. It is a joint-stock company which is 99.98% owned by the Finnish state. Yle shares many of its organizational characteristics with its British counterpart, **the BBC**, on which it was largely modeled
- Highlights from **every FRC event** are broadcasted on a race weekend's sundays at **primetime on YLE**
- **YLE is the most trusted media source in Finland**
- For the 2025 season YLE is **increasing** the runtime of these highlights



Yle 2024

Date of the Program	Event, City	Live + post viewers
14.1.2024	Ralli SM Riihimäki	139 000 + 15 800
4.2.2024	Ralli SM Arctic Lapland Rally	166 000 + 16 000
10.3.2024	Ralli SM Tuuri	135 000 + 34 000
26.5.2024	Ralli SM Turku	84 000 + 8 900
18.6.2024	Ralli SM Pohjanmaa	95 000 + 7 400
25.8.2024	Ralli SM Lahti	271 000 + 15 000
	Total	977 000





Livestreams on Flying Finn TV in 2025

- Every stage of every FRC event is available live on Flying Finn TV, with WRC level of production.
- Flying Finn TV is known as the place to watch Finnish motorsports, in addition to Rally we offer livestreams form Rallycross, Karting and Drifting events
- Alongside with Flying Finn TV our Youtube channel [MooTtoriuRheilU.tv](https://www.youtube.com/channel/UCMooTtoriuRheilU) will keep producing content for our 23 000 subscribers



Flying Finn TV 2024

Date of the Stream	Event, City	Viewers
13.1.2024	Ralli SM Riihimäki	59 000
2-3.2.2024	Ralli SM Arctic Lapland Rally	233 000
8-9.3.2024	Ralli SM Tuuri	72 000
24-25.5.2024	Ralli SM Turku	51 000
14-15.6.2024	Ralli SM Pohjanmaa	43 000
23-24.8.2024	Ralli SM Lahti	98 000
	Total	556 000





Social Media

- Finnish Rally Championship has a strong following in social media, with multiple platforms that accumulates over 2 000 000 total impressions in a year. Our social media platforms keep growing every single month.
- Our social media team contains experienced professionals, many of whom have worked on the highest level of motorsports, in WRC and Formula 1.
- Our website rallism.fi have over 450 000 unique visitors, with over 6 500 000 downloads in a year.



Social Media Numbers 2024



22 770 Followers, **+8,5%** form 2023.



10 800 Followers, **+11,1%** from 2023.



4070 Followers, **+2,5%** from 2023.



2 850 Followers, **+19,9%** from 2023.



