



A Sociology of the World Rally Championship: History, Identity, Memories and Place

Hans Erik Naess

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From its inauguration in 1973 until today, the FIA World Rally Championship (WRC) has been transformed from a little-known series to a pop-cultural roadshow worth millions of euros. In a promotional context this has spurred a debate between those who want rallying to be what it was historically and those who desire a real shift into 'the commercial age'. Drawing upon interviews with key people in the sport and trans-local ethnographic research from rallies, spectator cultures, the inner life of a WRC team, and the media production facilities, this book explores these questions of commerciality and sporting identity, arguing that the WRC's sporting identity is in fact a promotional asset.

Placed at the intersection of sociology and sports management, *A Sociology of the World Rally Championship* is essential reading on how to combine sporting heritage with commercial progress.

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