

WRC

SUBARU World Rally Team Driver

Petter Solberg

**Racing straight towards the goal:
 The most important requirement
 for victory.**

The rally ends the moment your machine breaks down.

The WRC (World Rally Championship) is extremely competitive compared with other motor sports. You're darting and jumping. You're in both the fiercest heat, and snow blizzards. You're racing for hundreds of kilometers while controlling a machine under these kinds of the severest of conditions. You are constantly pushing yourself and your machine to the absolute limit. So there is not just ordinary stress on your machine, to be sure.

What does it take to become a WRC champion? It requires a variety of skills. It takes driving technique, extreme force of will, and total concentration. It also requires a fast and well-balanced machine. And, team effort. When all three of these come together, then you can win for the first time. However, you can't win with just a fast machine. The most important winning factor is absolute confidence that you can race on toward the goal. You never really know what might happen while racing under these severest of conditions. And, the rally ends the moment your machine breaks down. All your efforts up to that moment amount to nothing. Therefore, high reliability is demanded from each and every part that comprises your machine. In particular, spark plugs are said to be the heart of every engine and are critical components of the machine. **DENSO IRIIDIUM RACING** are excellent parts that fully meet these demands.

The Subaru World Rally Team (SWRT) has achieved brilliant results more than a few times in the past thanks to support from the excellent reliability of their machine. I can definitely say that these excellent results would not have been possible without this reliability. Also, we provide feedback for production vehicles using the top level expertise that we have cultivated. The WRC is, so to speak, a laboratory for the latest

technology.

If you have good acceleration response, controlling the machine's motion and traction becomes much easier.

In order to win the WRC, you must first build the ideal machine. For this reason, as a team, we repeat countless tests day and night to create this superlative machine. Being a good rally driver doesn't simply mean being fast. It also demands the ability to develop a car.

The deciding factor is the movement of the machine. However, movement and acceleration response are closely connected. For example, controlling a machine to move exactly as you have imagined while driving in an extreme situation requires superb accelerator work, rather than steering. You want an engine that takes off from a partially open throttle, with dramatic acceleration. In other words, if acceleration response is good, then you will be able to not only go fast, but also control the complicated movements of the machine more easily. A machine that does not have constant acceleration response is like a high-strung horse. It's dangerous, and not for riding.

The SWRT is a prestigious team that has been making excellent efforts in the WRC for the last dozen years. Their machines have been improving, and so the potential of their machines has also been increasing. In particular, the standard acceleration response that I wanted has been fully achieved. In doing this, the success of the engine's overall rpm in no small way has been due to the **DENSO IRIIDIUM RACING** that reliably fire over and over again. From now on, I will devote all my energy to becoming the driver's champion along with my trusted and excellent staff, my machine, and my suppliers.



Petter Solberg

Born: November 18, 1974 in Askim, Norway.
 Currently resides in Spydeberg, Norway
 Interests: Cycling, squash, and films
 First rally: 1996
 WRC debut: 1998, Sweden
 Co-driver: Phil Mills
 Official website: <http://www.petersolberg.com/>
 Striving to win the championship together with **DENSO IRIIDIUM RACING**
 (used exclusively in the Subaru Impreza WRC 2006)

