



Mayor Markku Andersson
Gdansk, 20th Sept. 2013

JYVÄSKYLÄ





- **Jyväskylä 133,000 inhabitants.**

- 45 000 students and school children

- University of Jyväskylä

- University of Applied Sciences

- Jyväskylä Educational Consortium

- Air Force Academy

JYVÄSKYLÄ

- * Almost 40% of citizens are students.
- * 70 % of citizens over 15 years have graduated from educational institutions.
- * 1/3 of our citizens have a university level education.



Jyväskylä the City of light





STUDY WITH US

ALUMNUS

STUDY

RESEARCH

FACULTIES AND UNITS



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Faculty of Sport and Health Sciences

Study

Research

Faculty

Departments and
Research Centres



Students from all over the world study in the four international Master's programmes taught in English.

Sport and Health Research and Education covering the entire human life-span




1951

1000 FINLAND Lakes Rally





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Rally Finland



EDOX
Swiss Watches
Countdown to next rally
08d 06h 07m

WORLD RALLY RADIO
Listen Live to the World Rally Championship



SMS Live Results
on your Mobile





The Finnish round of the WRC Neste Oil Rally Finland



Neste Oil Rally Finland is one of the best organized WRC events in the world and is held in Jyväskylä every July-August

A top event for the region

- 250 000 visitors and spectators
- 500 national and international media representatives
- TV programmes to almost 200 countries
- 900 TV broadcasts to all over the world
- Media value of 20 million euros
- Economic impact of 15-20 million euros in the Jyväskylä region
- Over 10 million web hits
- 5000 volunteers
- Involving 200 companies

Title Sponsor

NESTE OIL

Official Partners

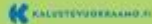


Official Suppliers

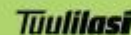


Newtop

SOKOS HOTELS



Media Partners



Event Suppliers



wrc.com

WRC Calendar 2013

- Rallye Monte-Carlo 15 - 20 Jan 13
 - Rally Sweden 07 - 10 Feb 13
- Rally Guanajuato Mexico 07 - 10 Mar 13
- Vodafone Rally de Portugal 11 - 14 Apr 13
- Philips LED Rally Argentina 01 - 04 May 13
 - Acropolis Rally 31 May - 02 Jun 13
- Rally d'Italia Sardegna 20 - 22 Jun 13
- **Neste Oil Rally Finland 01 - 03 Aug 13**
- ADAC Rallye Deutschland 22 - 25 Aug 13
- Coates hire Rally Australia 12 - 15 Sep 13
- Rallye de France-Alsace 03 - 06 Oct 13
- RallyRACC-Rally de Espana 24 - 27 Oct 13
 - Wales Rally GB 14 - 17 Nov 13



31.7.-3.8.2013

www.nesteoilrallyfinland.fi



World Rally Championship

Image

1. Fast
2. International
3. Masculine
4. Successful
5. Finnish

Popularity

- 1) Ice hockey
- 2) F1
- 3) Ski jumping
- 4) Athletics, track and field
- 5) World Rally Championship



NESTE OIL
Rally
Finland

Neste Oil Rally Finland 2012

WRC
FINLAND



Finnish round of the FIA World Rally Championship is known for its...



...thrills on the Special Stages;
the spectacular jumps on the fast gravel
roads, beautiful lakeside sceneries

Neste Oil Rally Finland the best organized WRC event



Neste Oil Rally Finland a living legend

Neste Oil Rally
Finland has been
organized in Central
Finland since 1951

A very special meaning for many
spectators, drivers, rally teams,
organizers and volunteers;
commitment to event spans
generations



Switch gears to rally mode!



Welcome to the Neste Oil Rally Finland Jyväskylä 2014



31.7.-3.8.2013



www.nesteoilrallyfinland.fi

Jyväskylä Paviljonki Rally HQ and Service Park in the Jyväskylä city centre



Paviljonki Rally HQ and Service Park is full of
rally fever filled with happenings

PAVILJONKI
SOLO BY SOKOS HOTELS

PAVILJONKI
AUKIO

THE OFFICIAL CAR OF
WORLD CO. WRESTLING
CITROËN
TECHNOLOGIES

TECHNOPOLIS

Red Bull

NESTE OIL Rally Finland

More than a rally.
31.7.-3.8.2013





*Jyväskylä or
London?*



Markku Andersson



NESTE OIL

Rally
Finland

More than a rally.



1-4th Aug. 2014



www.nesteoilrallyfinland.fi



Good
better
Jyväskylä

THANK YOU!