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## New partner Würth strengthens Liqui Moly Motorcycle Grand Prix of Germany

- Würth present for first time as event partner of the German round of MotoGP
- Show Truck makes its German debut at the MotoGP weekend

Munich. The Liqui Moly Motorcycle Grand Prix of Germany has a strong new partner: Adolf Würth GmbH & Co. KG will support the German round of the MotoGP championship, which takes place from 10<sup>th</sup> to 12<sup>th</sup> July 2026 at the Sachsenring. In doing so, the company is expanding its existing involvement in motorsport, as it makes its first appearance at event level at the German MotoGP weekend.

The partnership sees Würth support the event infrastructure at the Motorcycle Grand Prix with its assembly and fastening solutions. The will provide tools, fastening material, occupational safety solutions, and professional work clothing. In doing so, Würth will contribute to efficient organisation and reliable working conditions during the build-up phase, which will last around eight weeks.

During the race weekend itself, Würth will be present at the Sachsenring with its Show Truck. The vehicle is set to make its first appearance in Germany and, as an attractive port of call, will allow fans, customers and partners to experience the Würth brand.

“An event like the Motorcycle Grand Prix of Germany at the Sachsenring demands the highest standards in terms of organisation, timing and reliability. It is in precisely this environment that we can systematically apply our strengths, contributing to seamless workflows and professional solutions,” says Fritz Hollweck, Head of Sport Sponsorship at Adolf Würth GmbH & Co. KG.

“The German round of MotoGP is one of the biggest sporting events in Germany. With roughly a quarter of a million visitors, it is imperative that everything should run smoothly, both in the limelight and behind the scenes. In Würth, we have acquired an experienced partner, who will support us with specialist expertise and tried-and-tested solutions. We are delighted that they will be involved at the Sachsenring,” says Claudia Wagner, Managing Director at ADAC Motorsport GmbH.

Würth has been involved in international motorsport for many years, particularly in MotoGP, road racing and rallying. With 256,441 visitors in 2025, the Liqui Moly Motorcycle Grand Prix of Germany attracts one of the biggest crowds on the Motorcycle World Championship calendar.



# Media Information



## About the Würth Group

The Würth Group is leading in the development, production, and sale of fastening and assembly materials. Other trading and production companies, known as the Allied Companies, operate in related business areas, ranging from electrical wholesaling and electronics to financial services. The Group employs over 86,000 people in more than 400 companies and over 2,800 subsidiaries in 80 different countries around the world. In the 2025 fiscal year, the Group achieved sales of € 20.7 billion and an operating result of € 970 million. With over 8,000 employees, Adolf Würth GmbH & Co. KG in Künzelsau is the largest individual company in the Würth Group.

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