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SPORT BILD and AUTO BILD Motorsport – latest partners of ADAC GT Masters

- Strong together: SPORT BILD, AUTO BILD Motorsport and ADAC GT Masters
- Lausitzring marks start of partnership with Axel Springer titles

Munich: Stepping on the gas together: SPORT BILD, AUTO BILD Motorsport and the ADAC GT Masters forging ahead in tandem. As of this weekend at the Motorsport Festival Lausitzring (3rd - 5th June), the two specialist magazines from the house of Axel Springer AG will have a presence at the Super Sports Cars League for the first time ever. The emblem of Europe's biggest sports magazine, SPORT BILD, will decorate the collars of driver's racing overalls, while all the super sports cars in the line-up will have the AUTO BILD Motorsport logo on their number plates.

“The ADAC GT Masters is one of the most popular racing series in Germany,” said Dr Hans Hamer, publishing director car, computer & sports at Axel Springer. “We are proud to now have a presence in this particular sporting environment with our two titles, SPORT BILD and AUTO BILD Motorsport. With almost 20 teams, more than 30 cars appearing regularly in the line-up, top drivers and stunning sports car – we're looking forward to this partnership with the ADAC GT Masters.”

“We are pleased to welcome SPORT BILD and AUTO BILD Motorsport as partners of the ADAC GT Masters”, said ADAC Sports President Hermann Tomczyk. “I am pleased that through this new partnership, we have the chance to present our Super Sports Car League to an even greater number of sports fans in its tenth anniversary season.”

Lars Soutschka, ADAC Head of Motorsport and Classic, welcomed the latest partners to join the ADAC GT Masters, saying: “I am very pleased about the new partnership with SPORT BILD and AUTO BILD Motorsport. Both magazines have been established as part of the sporting scene for 15 years and more and are very familiar to every fan.”

About SPORT BILD

Every week, SPORT BILD – Europe's biggest sports magazine – brings fans up-to-date football reports, covering the Bundesliga and the Oberliga and both the International and Champions leagues. Motor sport with Formula 1, DTM, 24-hour racing and the ADAC GT Masters is the magazine's second major focus. In addition, SPORT BILD covers all major national and international sports events with exciting reports about stars and celebrities. SPORT BILD is a magazine that sets new standards and shapes opinions.

About AUTO BILD Motorsport

AUTO BILD MOTORSPORT – Europe's largest motor sport magazine – is available as a supplement in AUTO BILD every week during the motor racing season. In each issue, AUTO BILD MOTORSPORT presents the world of motor sport to readers in a lively up-to-date manner, giving detailed information and background coverage to Formula 1, DTM, circuit racing and rally championships, as well as reporting extensively on popular sports, including motorcycling – providing results and setting out dates for all the motor sport events in each case. AUTO BILD MOTORSPORT contains profiles of racing drivers and teams plus spectacular exclusive photos to round off its editorial programme.

MEDIA INFORMATION

All ADAC GT Masters races in the 2016 season are broadcast live and in full on the free-to-air channel SPORT1. Fans wishing to experience the ADAC GT Masters live at the racetrack can purchase tickets for all fixtures for the price of 20 euros, which includes access to the paddock, from www.adac.de/motorsport.

2016 ADAC GT Masters schedule

15/04/16 - 17/04/16	Motorsport Arena Oschersleben
29/04/16 - 01/05/16	Sachsenring
03/06/16 - 05/06/16	Lausitzring (with DTM)
22/07/16 - 24/07/16	Red Bull Ring/Austria
05/08/16 - 07/08/16	Nürburgring
19/08/16 - 21/08/16	Circuit Park Zandvoort/Netherlands
30/09/16 - 02/10/16	Hockenheimring Baden-Württemberg

Further information at: www.adac.de/gt-masters.

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