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Kärcher and ADAC GT Masters extend partnership

- Super Sports Car League and cleaning equipment manufacturer – stronger together
- Kärcher to continue as official series partner in the ADAC GT Masters

Munich: Kärcher and the ADAC GT Masters are set to continue their successful partnership in the future. Even before the 2016 ADAC GT Masters season has ended, the world's leading provider of cleaning technology and the Super Sports Car League have agreed to extend their partnership. Kärcher has been an official partner to the ADAC GT Masters since 2012. Kärcher logos will also be seen in various places in the pit lane in the future. The family-run firm based in Winnenden, Baden-Württemberg, will also continue to have a presence in the paddock at ADAC GT Masters race weekends with products and demonstrations.

Jan Recknagel, CEO of Alfred Kärcher Vertriebs-GmbH: "Our partnership with the ADAC GT Masters has existed since 2012, and we were very pleased to extend it ahead of the renewal date. The team spirit and innovative technology that are found in motor racing are a very good fit with Kärcher."

ADAC CEO Lars Soutschka: "I'm extremely pleased that the partnership between Kärcher and the ADAC GT Masters will be entering its sixth season next year. We have enjoyed five successful years together and look forward to continuing our collaboration with such a strong partner as Kärcher."

Kärcher can look back on a long tradition in motor sport. Founded in 1935, the company was the main sponsor of the World Rally Championship from 2006 to 2008, also sponsoring the Ford works rally team. Kärcher joined Toyota as a partner in Formula 1 from 2003 to 2005. The company sponsored the DTM during the periods 1992/93 and 2000/01 as well as the Porsche Pirelli Supercup in 1999 and the Kärcher Global Endurance GT series in 1995.

About Kärcher

Alfred Kärcher GmbH is a leading provider of cleaning technology worldwide. In 2015, the family-run company generated a record turnover of €2.22 billion and sold the highest number of units in company history – 12.87 million in total. Innovation was once again one of the most important factors contributing to growth: 90 percent of Kärcher products have been around for five years or less. The company brought more than 120 new products to market and registered 58 new patents in one single year – 2015. As a result, Kärcher reached the record number of 552 active patents for the first time in its history.

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

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