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kfzteile24 new partners of ADAC GT Masters

- Partnership with car parts and accessories market leader
- Multi-channel retail outlet offers a wide range of car parts
- Comprehensive involvement in ADAC GT Masters

Munich: kfzteile24 and the ADAC GT Masters will jointly put the pedal to the metal during the 2017 season. The market leader for car spare parts and accessories will become a new partner of the ADAC GT Masters and be fully involved in the Super Sports Car League. Apart from having banner ads on display at the racetrack, the logo of the Berlin-based company will now also be seen on outfits worn by the grid girls. In addition, the multichannel retail company will get involved as co-presenters of live TV broadcasts from the ADAC GT Masters on SPORT1, who will once again broadcast all ADAC GT Masters races live and in full. kfzteile24's involvement will be complemented by a comprehensive ADAC Motorsport print and social media package.

Fans of the Super Sports Car League have been familiar with the distinctive orange colour of kfzteile24 since the 2012 season. The company has been active as team sponsors in the series for the last five years. Once again in 2017, a super sports car featuring kfzteile24's distinctive design will be in the line-up. GT newcomers Mücke Motorsport, long-term partners of the online shop in the ADAC formula racing series for juniors, will field an Audi R8 in the ADAC GT Masters sporting the company's colours.

Stephan Rahmede, Managing Director of kfzteile24: "The ADAC GT Masters has developed very positively over the past few years and is the top series for countless motor racing fans. The series fits kfzteile24's strategy perfectly, which is why we are expanding and strengthening our commitment and joining the ADAC GT Masters as a series partner."

ADAC CEO Lars Soutschka: "kfzteile24 and the ADAC GT Masters fit really well together, which is why we're pleased that kfzteile24 is further expanding its long-standing commitment to the ADAC racing series, and we're pleased to welcome the online platform as a new series partner to the ADAC GT Masters."

About kfzteile24

Founded in 2001, kfzteile24 is a Berlin-based multi-channel retail outlet and market leader in the field of automotive spare parts and accessories. Both professionals and non-professionals can access a full range of car parts in their online shops at www.kfzteile24.de and www.autoteile24.de. There are three branches and workshops providing a fast-fit service serving customers in the Berlin conurbation. The central logistics centre in Neuseddin handles more than 10,000 packages every day. The top quality of both products and their shipment is evidenced by the fact that many suppliers and OEMs in the automotive sector recognise kfzteile24 as an online outlet, supplying the company directly and exclusively. For further information, please visit: www.kfzteile24.de.

MEDIA INFORMATION

2017 ADAC GT Masters Calendar

28/04/17 - 30/04/17	Motorsport Arena Oschersleben
19/05/17 - 21/05/17	Lausitzring (with DTM)
09/06/17 - 11/06/17	Red Bull Ring, Austria
21/07/17 - 23/07/17	Circuit Park Zandvoort, Netherlands
04/08/17 - 06/08/17	Nürburgring
15/09/17 - 17/09/17	Sachsenring
22/09/17 - 24/09/17	Hockenheimring Baden-Württemberg

For further information www.adac.de/gt-masters

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