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Kärcher to remain partners of ADAC GT Masters in the long-term

- Super Sports Car League and cleaning equipment manufacturer strong together
- Kärcher and the ADAC have been partners since 2012

Hockenheim: Kärcher and the ADAC GT Masters are set to continue their successful partnership in the long term. Even before the 2017 ADAC GT Masters season has ended, the world's leading supplier of cleaning equipment and the Super Sports Car League have already signed an agreement to continue to work together. Kärcher's famous yellow-black logo will continue to be seen in the pit lane and in the paddock in the future, and the successful family-owned business based in Winnenden, Baden-Wuerttemberg, will go on displaying its products in the paddock. The partnership between Kärcher and the ADAC GT Masters was first set up in 2012.

Hartmut Jenner, CEO of Alfred Kärcher GmbH & Co KG: "By sponsoring this extremely exciting race series, we are promoting the Kärcher brand in an important target group that is keen on technology. Our involvement assures us of a strong presence on free-to-air TV, in print and in online media throughout Europe."

Thomas Voss, Director ADAC Director Motorsport and Classic Motoring: "I am delighted that we extended our partnership with Kärcher in the long term and will enter your seventh common season in 2018. As leading suppliers of cleaning equipment, Kärcher are strong partners of the race series."

Kärcher and motorsport go back a long way. The cleaning equipment manufacturer sponsored the FIA World Rallycross Championship for the first time this year, has acted as official supplier to the Dakar Rally for the sixth time in a row now and has also sponsored the KTM and MINI X-raid teams. The company was the main sponsor of the World Rally Championship from 2006 to 2008 and supported Ford's works team. Kärcher worked with Toyota to sponsor Formula 1 from 2003 to 2005. The company was also involved with the DTM in 1992 and 1993, 2000 and 2001 and sponsored the Porsche Pirelli Supercup in 1999 and the Kärcher Global Endurance GT Series in 1995.

About Kärcher

Alfred Kärcher GmbH & Co KG is the world's leading supplier of cleaning equipment. The family-owned business achieved a turnover of 2.33 billion euros in 2016, the highest in the history of the company. Innovation is the most important factor driving growth at Kärcher. Approximately 90 percent of the product range is five years old or less, and more than 950 employees work in R&D for the cleaning equipment manufacturer. Innovation has been an integral part of corporate culture ever since it was first founded in 1935. Alfred Kärcher was an engineer, who sought to devise solutions to technical problems with an indefatigable creative drive and inventive spirit.

Further information available from www.adac.de/gt-masters

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