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herrenausstatter.de becomes new partner of ADAC GT Masters

- Online shop for men's fashion is new series partner
- Long-term agreement signed with herrenausstatter.de

Munich: The ADAC GT Masters will start the 2019 season with a new strong partner, as herrenausstatter.de has teamed up with the Super Sports Car League. The online shop for men's fashion and the ADAC GT Masters have signed a long-term partnership agreement. The herrenausstatter.de logo will now be seen in a variety of places, including on the collars of the racing overalls of all drivers in the series. The ADAC GT Masters will get the 2019 season under way in the Motorsport Arena Oschersleben on the weekend of 26th - 28th April. Tickets for all races are available at adac.de/motorsport.

"The team at herrenausstatter.de have always been passionate about motorsport, so we're delighted to announce our first sports sponsorship deal with the ADAC GT Masters. The Super Sports Car League with its Mercedes-AMGs, BMWs, Audis, Aston Martins, Lamborghinis and Ferraris is the epitome of high-calibre motorsport with elegant car designs that perfectly suit herrenausstatter.de's image," said Renata DePauli, CEO of DePauli AG, the company behind the herrenausstatter.de online shop.

"We are very pleased to welcome herrenausstatter.de to the ADAC GT Masters as a new partner," said Thomas Voss, ADAC Motorsport and Classic Director. "herrenausstatter.de is a great match for the ADAC GT Masters and our target group. We are looking forward to working with the company."

As an online pioneer of men's fashion from the very start, herrenausstatter.de's range is tastefully classic while still appealing to the modern man. The shop offers fashion-conscious men a wide selection of high-quality designer clothing for business and leisure in a variety of styles as well as trend-setting styling tips and outfits specially coordinated to suit the customer. With over 230 top brands, a feel for the latest fashion trends and first-rate service, this online shop for men's fashion really knows how to stay in touch with customers, meeting their demands every day.

ADAC GT Masters race meetings in 2019 *

26/04/19 – 28/04/19	Motorsport Arena Oschersleben
17/05/19 – 19/05/19	Most (CZ)
07/06/19 – 09/06/19	Red Bull Ring (A)
09/08/19 – 11/08/19	Circuit Zandvoort (NL)
16/08/19 – 18/08/19	Nürburgring
13/09/19 – 15/09/19	Hockenheimring Baden-Württemberg
27/09/19 – 29/09/19	Sachsenring

* subject to change

Further information can be found at www.adac.de/gt-masters

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MEDIA INFORMATION



www.adac.de/gt-masters
www.adac.de/motorsport



ADAC Vorteilsprogramm

