

Press Release – 27/09/12 No. 78

## Kärcher and ADAC GT Masters extend partnership

- Kärcher to stay on as official ADAC GT Masters series partner for further two years
- World's leading manufacturer of cleaning appliances wants to extend involvement in ADAC GT Masters
- Kärcher renews agreement ahead of time

Kärcher and the ADAC GT Masters have agreed to continue as part of the same line-up. The Stuttgart-based cleaning appliance manufacturer and the world's second largest motoring association have signed up for a further two years in partnership, well before the current agreement was due to end. Kärcher's role as official partner of the ADAC GT Masters series began at the start of the 2012 season. The logos of the global market leader for cleaning equipment can be seen prominently displayed along the pit lane. Kärcher intends to raise its visibility even further in this part of the track during future ADAC GT Masters weekends. In addition, the company regularly organises presentations of its products in a marquee in the paddock.

"The ADAC GT Masters can be relied on to produce an exciting title chase right through to the final race," said Christian May, Managing Director at Alfred Kärcher GmbH. "It illustrates once again that, in motor racing as in manufacturing industry, team spirit, performance and innovative technology make all the difference at the top. We look forward to continuing our successful partnership."

"We are delighted that Kärcher has taken this early decision to extend its partnership with the ADAC GT Masters and has committed itself long term to the 'League of Super Sports Cars'," said ADAC Sports President Hermann Tomczyk. "During the 2012 season we have showcased the top marques in a highly diverse field of entries. With such a prestigious company as Kärcher as our partner, we can carry on promoting the ADAC GT Masters as an ever more attractive series."

With its official partner status in the ADAC GT Masters, Kärcher is continuing a successful role in motor racing: from 2006 to 2008, the company was the main sponsor of the FIA World Rally Championship, supporting the Ford works team in particular; from 2003 to 2005, Kärcher sponsored Toyota in Formula 1; in the 1992 and 1993 seasons as well as in 2000 and 2001, the cleaning appliance manufacturer sponsored the DTM, in 1999 the Porsche Pirelli Supercup and in 1995 the Kärcher Endurance GT series.

Alfred Kärcher GmbH employs more than 9,000 people in 57 countries and in 93 subsidiary companies. This family owned and run company manufactures its cleaning equipment products in Germany, Italy, Romania, Brazil, Mexico, China and the USA. It operates more than 50,000 service centres around the world, ensuring seamless provision for customers everywhere. Innovation is the most important growth factor for Kärcher: around 85% of all the products sold by the world market leader are five years old or younger. More than 600 engineers and technicians are working on the design of new solutions at the various research and development facilities operated by the company. In 2011, Kärcher achieved its highest turnover ever (1.7 billion euros), selling more appliances than at any time in its history (25.8 million).

Oschersleben  
30/03/12 – 01/04/12

Zandvoort (NL)  
04/05/12 – 06/05/12

Sachsenring  
08/06/12 – 10/06/12

Nürburgring \*  
13/07/12 – 15/07/12

Red Bull Ring (A)  
10/08/12 – 12/08/12

Lausitzring  
24/08/12 – 26/08/12

Nürburgring  
14/09/12 – 16/09/12

Hockenheim  
28/09/12 – 30/09/12

\* same weekend as  
ADAC Truck Grand Prix



Audi  
Official-Car Partner



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**ADAC GT Masters on TV:** All 16 races of the ADAC GT Masters are broadcast live at 12.15pm on Saturdays and Sundays in Germany, Austria and Switzerland on free-to-air TV channel *kabel eins*. Sports channel SPORT1 will feature highlights of the ADAC GT Masters from the Hockenheimring in the ADAC Masters Weekend Magazine on 6th October at 01:00pm. In addition, live timing from all practice sessions and races to supplement live TV broadcasts can be found at [www.adac-gt-masters.de](http://www.adac-gt-masters.de).

**Note for Press:** ADAC GT Masters Web site: access to Press Area via 'Press' in the top menu bar at [www.adac.de/motorsport](http://www.adac.de/motorsport).

Further information available at [www.adac.de/motorsport](http://www.adac.de/motorsport) and [www.adac-gt-masters.de](http://www.adac-gt-masters.de)

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