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‘Full of energy’: Montana becomes new partner of ADAC GT Masters

- Energy provider has more than 600,000 customers
- Advertising at race track and awards ceremonies

Munich: The ADAC GT Masters has introduced a fitting new partner this weekend for official pre season testing at the Lausitzring. Montana is a leading medium-sized energy provider in Germany and Austria. The company will have a big presence during race weekends, and the company slogan, Montana – Voller Energie, (Montana - Full of energy) will be on display and introduce Montana as a company to a technology-savvy target group. The Montana logo will be displayed at race tracks and feature on the awards ceremony backdrop. Media campaigns will complete the partnership.

“We have gained another strong partner in Montana,” said Thomas Voss, Director of ADAC Motorsport and Classic. “The ADAC GT Masters makes a perfect fit for the company, because with more than 16,000 bhp, the field of starters in the Super Sports Car League is packed full of energy!”

“We are looking forward to developing a strong partnership with the series and to having an exciting motor racing season,” said Stefan Koburger, CEO at Montana. “Montana as a family-owned company is well-known for being dynamic, which is why our brand with its slogan, Montana – Voller Energie, (Montana - Full of energy), is a terrific match with the Super Sports Car League.”

About Montana

Montana is a leading medium-sized energy provider, supplying more than 600,000 customers in Germany and Austria with electricity, natural gas, heating oil and renewable energy. It also provides technical services for its customers. The company has regularly received awards from independent bodies for the quality of its service and fair practices. Once again this year, Montana was presented with the German Service Award in the ‘Energy’ category by the German Institute for Service Quality (DISQ).

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