

Media information



20.4.2021 – ADAC GT Masters

Working together for greater sustainability: BWT and the ADAC GT Masters reduce plastic

- **BWT makes the paddock a “bottle-free zone”**
- **Water technology company is Official Water Partner**

Munich. In the ADAC GT Masters, the colour pink now stands for a green way of thinking and acting: as a new partner of the series, water technology company BWT, whose trademark is the a striking pink, is working with the ADAC to achieve greater sustainability at the racetracks within the International German GT Championship. True to the message “Change the World – sip by sip”, the long-term partnership between BWT and the ADAC GT Masters will see the paddock become a bottle-free zone.

The goal: to reduce unnecessary transportation of drinking water, whilst at the same time doing away with single-use water bottles. In the future, spectators and teams will be able to swap disposable water bottles for refillable water containers from BWT, which can be filled at BWT water dispensers. This way, thousands of disposable bottles will be foregone every race weekend. The partnership between BWT and the ADAC GT Masters will also be strikingly visible within the framework of extensive advertising measures around the racetrack.

“In BWT, we are pleased to welcome a partner to the ADAC GT Masters that is passionate about its involvement in motorsport,” says ADAC Sport President Hermann Tomczyk. “Not only is BWT flying its flag as a brand with us, but it also offers genuine, sustainable added value for the racing series. That makes the involvement all the more valuable. For example, the fact that we will be dispensing with thousands of disposable water bottles in our paddock this season, thanks to BWT, sends a strong signal.”

“We are also delighted with the partnership as a sponsor of the ADAC GT Masters. We have known each other for many years. The fact that we are able to make our technology for perfect drinking water accessible to everyone at the racetrack is something of a dream come true for us. After the ADAC headquarter was declared into a BWT bottle-free zone last year, this is now a logical, consistent and good step. We are starting in the paddock and the VIP area, then we will try to make the spectator areas free of disposable water bottles as soon as possible. For us, the involvement is more than just sponsorship: doing our bit to avoid unnecessary plastic waste, and thus to make the world a little bit better, is a real affair of the heart. Every minute, roughly one million plastic bottles are made globally. They are then transported around the world, generating unnecessary CO2 emissions and tons of plastic waste in the process. We all live on a “plastic planet”. The plastic flood is growing all the time and so-called microplastic can be found everywhere – in the air, on the ground, in our food, our bodies and in the water. It is a big problem for humanity and the world. Solving this problem is both a mission and remit for BWT,” says CMO of the BWT Group, Lutz Hübner



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Lars Soutschka, Member of the Executive Board ADAC e. V., adds: “BWT immediately impressed us with the idea of making the ADAC GT Masters paddock a bottle-free zone. Together with BWT, within the framework of our long-term partnership, we will continue to develop the events in the International German GT Championship under sustainable considerations. We are looking forward to exciting projects together. In the ADAC GT Masters, pink is the new green for the coming years.”

BWT has been involved in motorsport for many years and has also been represented in the ADAC GT Masters since 2017. This season, BWT is partner of the new Aston Martin Cognizant Formula One Team, for which four-time Formula 1 world champion Sebastian Vettel drives. Away from the racetrack, the water experts are investing in research and development, the findings of which flow into motor racing. Particularly in the field of membrane technology, which is used in hydrogen-powered vehicles, BWT is a pioneer and showing that this technology also has a big future in motorsport.

ADAC GT Masters 2021 calendar, subject to alterations

14.05. – 16.05.2021	Motorsport Arena Oschersleben
11.06. – 13.06.2021	Red Bull Ring (A)
09.07. – 11.07.2021	CM.com Circuit Zandvoort (NL)
06.08. – 08.08.2021	Nürburgring
10.09. – 12.09.2021	DEKRA Lausitzring
01.10. – 03.10.2021	Sachsenring
22.10. – 24.10.2021	Hockenheimring Baden-Württemberg

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