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Max Reis wins the ADAC GT Masters Media Challenge

- **Attractive prize and video message from patron Maximilian Götz**
- **Max Reis: "A very big success for us, one that we really wanted."**
- **Reis implements innovative project with Twitch streamer BreitenBerg**

Munich. The winner of the ADAC GT Masters Media Challenge, which was launched in 2025, is Max Reis. The 19-year-old from Ramstein impressed with his media productions and has been crowned winner of the first ADAC GT Masters Media Challenge. The Haupt Racing Team driver is rewarded with a valuable pair of Pirelli skis and a personal video message from Maximilian Götz, patron of the ADAC GT Masters Media Challenge.

The Media Challenge was launched last year, to encourage and help the young drivers in the ADAC GT Masters to develop into all-round racing drivers. Their media work is assessed, regardless of how they perform on the track. This includes their appearances on social media and their presence in printed and online publications. The young drivers are also rewarded for their efforts to independently and regularly establish contact with representatives of the media – particularly their local press – to portray themselves positively, to network, and to generate reach.

"Congratulations to Max Reis on his fine work away from the track," said ADAC Motorsport Director Thomas Voss. "Youth development enjoys a long tradition and is of great importance in the ADAC. Active and quality media work, together with the correct use of social media, are important factors for anyone wishing to operate at the top level of motorsport. Through his commitment, Max Reis has managed to present himself, and with that also the ADAC GT Masters, to a broader audience."

Reis lined up for Haupt Racing Team in 2025, in his second season in the ADAC's GT3 series. He claimed three podiums and one pole position in the Ford Mustang GT3. Those successes featured in articles in various printed media, and were also published by multiple online platforms. Furthermore, Reis is very active on social media and has seen all his channels grow over the course of the season. Roughly 140,000 people saw some of his most popular posts on Instagram. During the event at the Red Bull Ring, he and Twitch streamer BreitenBerg cooperated with the ADAC to launch an IRL stream (in real life) – a livestream showing an entire day in the ADAC GT Masters paddock. The exclusive glimpses behind the scenes of the racing series were watched by more than 250,000 viewers on BreitenBerg's channel.

"I am delighted. It is really cool to win this prize. A very big success for us and our public image, with regard to sponsors and the whole team, and one that we really wanted," said a beaming Reis. "For us, this is another essential aspect of motorsport, as it allows me to raise the money I need to take part in the sport. We are always trying to improve our media work – particularly on social media – and to enhance it with existing and new projects. This prize confirms that we are on the right track."

Media Information



Maximilian Götz, patron of the ADAC GT Masters Media Challenge, sent a video message to Max Reis to congratulate him personally. The former ADAC GT Masters and DTM champion still enjoys success at racetracks around the world, and is also very active. "Proper media work demands commitment, time and, above all, honesty. Max Reis achieved all this better than anyone else this year, and deservedly won the challenge," said patron Götz. "It goes without saying that a racing driver's focus must be on the track and is actual job. At the same time, partners and sponsors expect a certain media presence and for the driver to convey shared values. I am pleased to be able to share my knowledge with the young racing drivers and to accompany them on their road to becoming professional racing drivers."

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