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Blancpain and ADAC GT Masters extend partnership

- World's oldest watch brand and ADAC GT Masters to continue sponsorship deal
- Swiss watch manufacturer signs agreement with ADAC GT Masters for three more years
- Blancpain is 'Official Watch Partner' of the ADAC GT Masters

Swiss watchmaker Blancpain and the ADAC GT Masters have renewed their current partnership. The world's oldest watch brand and the Super Sports Car League will be lining up together right through to the end of the 2016 season. Blancpain has been the 'Official Watch Partner' of the ADAC GT Masters since 2011.

"In recent years, the ADAC GT Masters has established itself as the leading international GT motor racing series, and we at Blancpain have been proud to be part of this development," says Marc A Hayek, who is not only the President and CEO of Blancpain but also picked up the ADAC GT Masters Amateur (now Gentlemen) trophy in 2011. "Together with the ADAC, we are looking forward to three more successful years."

"Blancpain is a committed partner who shares our great passion for motor racing," says ADAC Sports President Hermann Tomczyk. "We are delighted that a prestigious partner such as Blancpain has made this three-year commitment to the ADAC GT Masters."

"High-quality mechanical watches and the supercars of the ADAC GT Masters exert a similar level of customer fascination and therefore complement each other perfectly," says Lars Soutschka, ADAC Head of Motorsport. "Together with a strong partner such as Blancpain, we will redouble our efforts to make the Super Sports car League even more attractive."

The opening rounds of the 2014 ADAC GT Masters will be contested on the weekend of 25th - 27th April at the Oschersleben etropolis Motorsport Arena near Magdeburg. Fans in Germany, Austria and Switzerland can watch all 16 championship races live from start to finish on commercial channel *kabel eins*.

2014 ADAC GT Masters schedule:

25/04 – 27/04/14	etropolis Motorsport Arena, Oschersleben
09/05 – 11/05/14	Circuit Zandvoort (NL)
23/05 – 25/05/14	Lausitzring*
06/06 – 08/06/14	Red Bull Ring (A)
08/08 – 10/08/14	Slovakia Ring (SK)
29/08 – 31/08/14	Nürburgring
19/09 – 21/09/14	Sachsenring
03/10 – 05/10/14	Hockenheimring, Baden-Württemberg

* subject to approval by FIA/DMSB

ADAC GT Masters website: Access to Press Area via 'Press' in the top menu bar at www.adac.de/motorsport.

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About Blancpain

Over 275 years of tradition in motion:

Founded in 1735 by Jehan-Jacques Blancpain, the watch brand bearing his name is the oldest in the world. Blancpain is currently engaged to the renewal of mechanical watchmaking and to passing on exceptional expertise from one generation to the next through constant investment in human resources, production facilities and research. This approach is its strength and the expression of our long-term vision, even though it goes against the tide of a certain tendency to seek immediate profit.

From the creation of components through to watch design, Blancpain is distinguished by its ability to develop exceptional movements. Over the past 8 years, the Manufacture has indeed developed no less than 29 new calibres. Through its various models, Blancpain preserves its heritage of precision and elegance, while also displaying an innovative and occasionally provocative spirit. Its range encompasses the sportive L-evolution line, the legendary Fifty Fathoms diver's watch, as well as the classic Villeret collection, the high complication from Le Brassus collection and the Women models.



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