

Media information

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SPORT1 to be new ADAC GT Masters television partner

- Comprehensive TV package with live and round-up coverage
- All races live on SPORT1 (Start time: 1.15pm)
- SPORT1+ to show ADAC Formula 4 races live

Munich: SPORT1 is the new home channel for the ADAC GT Masters. Next year, the Super Sports Car League will be broadcast live on SPORT1. The specialist channel will be showing every race of the 2015 campaign, starting with the season opener on the weekend of 25th/26th April at the etropolis Arena Oschersleben. The TV package also includes a 45-minute magazine-style round-up of the ADAC GT Masters and its support series. In addition, there will be extensive online and mobile reporting on SPORT1.de and on SPORT1 apps.

ADAC Sports President Hermann Tomczyk: "The extensive live coverage and post-race analysis of the ADAC GT Masters on the various SPORT1 platforms will keep everyone – fans, teams and commercial partners – even better informed about the Super Sports Car League and its support series. We are pleased to be taking this next step in the evolution of the ADAC GT Masters together with SPORT1."

Olaf Schröder, CEO of Sport1 GmbH: "This comprehensive partnership agreement demonstrates the immense confidence that ADAC has in the SPORT1 brand. It is also a perfect fit for our motorsport strategy. We are proud to be presenting the ADAC GT Masters with its fascinating sports cars and famous drivers as well as the top talents coming through in ADAC Formula 4. This will supplement the other high-class live content we offer motor racing fans, which includes Formula 1, World Rally Championship and 24-hour endurance races."

Lars Soutschka, ADAC Director Motorsport and Classic: "Germany's number one sports channel and the Super Sports Car League – the perfect match. With its expertise in the sporting arena, SPORT1 can make a major contribution to raising the ADAC GT Masters profile. We look forward to working together."

In 2015, the ADAC GT Masters will once again be contested over eight race weekends in Germany and neighbouring European countries. The regular start time for the races on Saturday and Sunday will be 1.15pm. TV coverage will commence at 1.00pm on both days (on Sundays, immediately after "Doppelpass"). In addition, SPORT1+ will be broadcasting the three races per weekend of the new ADAC Formula 4 series, thereby ensuring that the talented youngsters of the junior single-seater competition also get live TV exposure over and above the usual mention in the round-up.

For further information, visit www.adac.de/gt-masters

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