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### Kärcher and ADAC GT Masters extend partnership

- Kärcher prolongs partnership with ADAC GT Masters by a further two years
- Cleaning equipment manufacturer continues as official partner to ADAC GT Masters
- Kärcher to maintain high profile in pit lane and paddock

Munich: Cleaning equipment manufacturer Kärcher and the ADAC GT Masters have extended their partnership by a further two years. The world market leader in cleaning equipment and the Super Sports Car League have had a commercial relationship since 2012. As one of the official partners to the ADAC GT Masters, Kärcher has its logos on prominent display in the pit lane. Kärcher will also continue to showcase and demonstrate its products in the paddock area during the 2015 ADAC GT Masters season.

“We look forward to being part of this fantastic motor racing experience for a further two years,” said Christian May, CEO at Alfred Kärcher Vertriebs GmbH. “The team spirit and the innovative technology that characterise the ADAC GT Masters are wholly consistent with Kärcher’s own values. What’s more, it is a wonderful opportunity to meet and engage with our customers in a completely different environment.”

“The relationship between Kärcher and the ADAC GT Masters over the past three years has been highly successful, and we are pleased that Kärcher is to continue as an official partner of the series,” said Lars Soutschka, ADAC Director Motorsport and Classic. “Kärcher has shown a lot of commitment and passion for the ADAC GT Masters. It’s good to know that we have such a strong partner going into the next two seasons.”

With this extension of its agreement with the ADAC GT Masters, Kärcher is consolidating its successful involvement in motorsport. From 2006 to 2008, the company was the main sponsor of the FIA World Rally Championship and also supported the Ford works team. From 2003 to 2005, Kärcher sponsored the Toyota Formula 1 team. In the years 1992 and 1993 as well as 2000 and 2001, the cleaning equipment manufacturer had a high-visibility presence in the DTM, and before that in the 1999 Porsche Pirelli Supercup and the 1995 Kärcher Global Endurance GT Series.

Alfred Kärcher GmbH & Co KG is the global market leader in cleaning equipment. In 2014, the family-run business achieved an annual turnover of €2.12 billion, with 12.72 million appliances having been sold, the highest number in the company’s history. Innovation continues to be a key growth factor: 90% of Kärcher products are no older than five years. In 2014 alone, the company brought more than 120 new products to market and registered 58 new patents. This took the total number of active patents to a record 534.

#### Tickets, including access to the paddock, start at 20 euros

Fans who want to experience ADAC GT Masters action live at the track can now apply for tickets for the races in Oschersleben, at the Lausitzring, Nürburgring, Sachsenring and for the finale in Hockenheim. Ticket prices start at 20 euros and include access to the paddock. ADAC members can now purchase tickets for all eight race weekends via the ADAC preferential scheme. Tickets are available online at [www.adac.de/gt-masters](http://www.adac.de/gt-masters) and at [www.eventim.de](http://www.eventim.de), from any ADAC branch office and from more than 20,000 Eventim outlets throughout Europe.

The ADAC GT Masters will line up for the 2015 season in Germany, Austria, Belgium and the Netherlands, staging eight events and 16 races. ADAC GT Masters races will again be shown live by ADAC new live-TV exclusive partner SPORT1, who will broadcast all 16 ADAC GT Masters races live and in their entirety in Germany, Austria and Switzerland. Broadcasts will normally begin at 1 pm on race weekends.

## Media information

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### Race schedule and venues for the 2015 ADAC GT Masters:

24/04 – 26/04/2015	etropolis Motorsport Arena Oschersleben
05/06 – 07/06/2015	Red Bull Ring (A)
19/06 – 21/06/2015	Circuit Spa-Francorchamps (B)
03/07 – 05/07/2015	Lausitzring
14/08 – 16/08/2015	Nürburgring
28/08 – 30/08/2015	Sachsenring
18/09 – 20/09/2015	Circuit Park Zandvoort (NL)
02/10 – 04/10/2015	Hockenheimring Baden-Württemberg

Further information available at [www.adac.de/gt-masters](http://www.adac.de/gt-masters)

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[www.adac.de/gt-masters](http://www.adac.de/gt-masters)

[www.adac.de/motorsport](http://www.adac.de/motorsport)