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Certina become new ‘official timekeeper’ of the ADAC GT Masters

- Swiss sports watch manufacturer is new official timekeeper for the ADAC GT Masters
- Certina and Super Sports Car League agree long-term partnership

Munich. Certina is the new official timekeeper for the ADAC GT Masters. The Swiss sports watch maker will become the official timing partner of the ADAC GT Masters, starting with the Super Sports Car League season opener in the etropolis Motorsport Arena Oschersleben on the weekend of 24th-26th April. Certina logos will feature on the front windscreens of the super sports cars, in the area where the award ceremony takes place and also form part of the TV graphics used for SPORT1’s live race broadcasts. Certina and the ADAC GT Masters have agreed a long-term partnership.

President of Certina Adrian Bosshard commented: “The ADAC GT Masters series with all its fabulous exclusive sports cars perfectly fits the philosophy of the Certina sport watch brand. For many years, our brand has had a strong presence as official timekeeper for the FIA World Rally Championship and has been heavily involved in motor sport as a premium partner of the Sauber F1 Team. We look forward to the partnership as timekeeper for the ADAC GT Masters series and are certain that this platform with its technically demanding racing environment will help further strengthen brand awareness, especially in Germany which is an important market for Certina.”

“Sporty design and precision where performance is concerned – attributes that apply to Certina just as much as to the super sports cars in the ADAC GT Masters,” said Lars Soutschka, ADAC Director Motorsport and Classic. “As one of the world’s leading sports watch manufacturers, Certina has been successfully involved in motorsport for many years, and we are delighted to now be in a position to welcome Certina to the ADAC GT Masters as official GT racing series partners.”

For more than 125 years, Certina has stood for reliability, precision and innovation. The spirit of the Certina brand is characterised by a tradition of uncompromising perfection. Only the finest components and materials are used – titanium, 316L stainless steel, sapphire glass and tried and tested ETA Swiss Made movements. As the market leader in Swiss sports watches in the medium price bracket, it has always been Certina’s goal to offer top quality at an affordable price. The brand developed an affinity to the world of sport at an early stage. A good example of this was the introduction in 1959 of the novel concept of ‘double security’, enabling Certina to set new standards for their timepieces with increased levels of resistance to shock and water.

Certina is part of the Swatch Group, the world’s largest watch manufacturer. The brand has been involved in sport since time immemorial, especially in motorsport, and has supported numerous sporting greats, including motorcycle legend Mike Doohan, World Rally Champion Petter Solberg, ex-Formula 1 drivers Timo Glock/ Robert Kubica and also boxing legend Muhammad Ali. Certina has been an official partner of the Sauber F1 Team since 2005, and official timekeeper for the FIA WRC World Rally Championship since 2013.

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 at 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 and at www.eventim.de, from any ADAC branch office and from more than 20,000 Eventim outlets throughout Europe.

MEDIA INFORMATION

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.

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

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