

Media Information



11.6.2021 – ADAC GT Masters

eBay Motors presents new ADAC GT Masters online show

- eBay Motors is new series partner of the ADAC GT Masters
- ADAC GT Masters Backstage live from the eBay Motors garage from 18:00 on Sunday

Munich. eBay Motors is a new partner of the ADAC GT Masters and will present the German GT Championship from a totally new perspective with immediate effect. An online show, live from the eBay Motors garage in the ADAC GT Masters pit lane, goes behind the scenes of the racing series and introduces fans to the unsung heroes working on and beside the racetrack. The first episode of “ADAC GT Masters Backstage”, live from the eBay Motors garage at the Red Bull Ring, will be shown at 18:00 on Sunday 13th June at youtube.com/adac und auf adac.de/motorsport.

The home of “ADAC GT Masters Backstage” is the eBay Motors garage in the ADAC GT Masters pit lane. It is from here that the show, presented live by Patrick Simon, will be broadcast. The format offers never-before-seen insights behind the scenes of the racing series. Simon speaks to the stars of the ADAC GT Masters about their passion for cars and gives an impression of their private garages at home. However, the many helping hands that work in the background at race weekends, including the mechanics and marshals, also get the attention they richly deserve and are introduced to fans.

“With our involvement in the ADAC GT Masters, we want to impress the target group of petrolheads with our offering at eBay Motors,” said a delighted Adrian Heinrich, eBay Head of Acquisition, referring to the new format.

“Many of our customers are themselves passionate mechanics. With our new format, we are offering them an intriguing insight into the work of the professionals on the wrench, without whom the race weekend would not be possible. We take an unusual look behind the scenes, at people who share the same passion for engines and technology as our target group,” said Andreas Wielgoss, Director / General Manager eBay Motors.

“We are pleased to have a strong new partner in eBay Motors, who will bring fans closer to the series. As well as the stars of the ADAC GT Masters, the people in the background will also be recognised. In keeping with the motto of eBay Motors, ‘Läuft nicht, gibt’s nicht’ (‘There’s no such thing as can’t do’), it is they that make ADAC GT Masters race weekends possible. We are looking forward to an entertaining show on digital media for all fans, mechanics, and everyone who enjoys cars,” said ADAC Director of Motorsport, Thomas Voss.

ADAC GT Masters Backstage, live from the eBay Motors garage, will be broadcast at 18:00 on Sunday here: <https://www.youtube.com/watch?v=1PQFklgvdhc>.



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