



## Media Information

2<sup>nd</sup> December 2022

### **ADAC acquires trademark rights for the DTM** *DTM to be organised by the ADAC from 2023*

Munich. ADAC e. V. will promote the DTM from next year and has acquired the trademark rights for the racing series. This follows an agreement between Europe's largest mobility club and the previous rights holder of the DTM, Berger Motorsport AG.

ADAC Sport President Dr. Gerd Ennser: "No brand is as synonymous with German motorsport as the DTM. For the ADAC, it is all about preserving the DTM, as it is an integral part of our motorsport culture. It enjoys an excellent reputation, both in Germany and on the international motorsport scene. Under the ADAC, the DTM will embark on a new chapter in its long success story next year."

The ADAC also acquires the DTM brand with the goal of reorganising the structures in German motorsport, achieving synergies in economic areas, and consistently continuing on the road to greater sustainability in motorsport. In the 2023 season, all previous participants in the DTM and the ADAC GT Masters will have opportunities to be involved on the ADAC's platforms.

#### **Note for media representatives:**

The ADAC will present details on the future of DTM at a press conference at 12:00 on 8<sup>th</sup> December in Munich. Please make a note of the date.

#### **Media Contact**

Oliver Runschke  
T +49 89 76 76 69 65  
oliver.runschke@adac.de

**Allgemeiner Deutscher  
Automobil-Club e. V.**

#### **Newsroom**

Hansastraße 19  
80686 München  
T +49 89 76 76 54 95  
F +49 89 76 76 28 01

[aktuell@adac.de](mailto:aktuell@adac.de)

[presse.adac.de](http://presse.adac.de)