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Infront Sports & Media – new ADAC partner *Cooperation with world's leading sports marketing company*

The ADAC and the world's leading sports marketing company, Infront Sports & Media, have entered into a long-term partnership. Cooperation between the two will cover all aspects of the sports marketing of ADAC motor racing series and classic motoring events. Infront will market, inter alia, the ADAC GT Masters, one of the world's leading GT racing series, the ADAC Rallye Deutschland, the German round of the FIA World Rally Championship, plus other race series from ADAC Motorsport's broad portfolio.

ADAC Managing Director Lars Soutschka: “ADAC Motorsport stands for fascination, passion and performance in everything it does from the successful promotion of young talents to the running of internationally recognized series. The ADAC e.V. is one of the biggest organizers of motor sport in Europe on both two and four-wheels and also on water. We are delighted to be in a position to further develop our race series and classic motoring events through Infront Sports & Media, thus making them more accessible to an even wider audience.”

Thomas Voss, ADAC Director Motorsport and Classic Motoring: “As the world's leading sports marketing agency, Infront Sports & Media is the perfect partner for ADAC Motorsport and Classic. Series like the ADAC GT Masters, the ADAC MX Masters and the ADAC Rallye Deutschland, one of Germany's largest sporting events, enjoy an international reputation. We are looking forward to further develop the marketing of our series with Infront Sports & Media.”

Marco Sautner, Managing Director of Infront Germany: “Motor sport is extremely important, both in Germany and internationally, and has a very attractive target audience. The various ADAC racing series have particularly high-quality formats with enormous potential. We intend through our extensive network and international expertise in all areas of sports marketing to develop motor sport even further together with the ADAC and look forward to our successful joint cooperation.”

Providing fully comprehensive services, Infront Sports & Media covers all aspects of sports marketing, including the marketing of sports rights, central media production,

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digital content, programme production, event management, brand development and sponsorship. Infront Sports & Media are currently partnered with some 170 rights-holders in 25 different disciplines.

The ADAC e.V. organizes around 30 race series, events and schools annually for close to 2,000 participants and over two million spectators at circuits and tracks. The stand-out series and events include the ADAC Rallye Deutschland, the ADAC GT Masters, the ADAC MX Masters, the ADAC Formula 4, the ADAC TCR Germany and the Deutsche Rallye Meisterschaft (DRM).

This press release can be found online with photos at: presse.adac.de. Follow us on twitter at: twitter.com/adac.

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