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### New concepts and partnerships for DTM 2024

- **“Road to DTM”**: end-to-end development for young drivers in the DTM
- **New exclusive partnership: Infront to market the DTM**
- **All 2024 races also live on ProSieben**

Hockenheim. The DTM is looking towards the 2024 season, ready to race with new concepts and partners. A new “Road to DTM” youth development programme will deliver end-to-end support on the DTM platform. Additionally, new partner Infront will be responsible for exclusive marketing of the race series that enjoys such wide reach, effective immediately. The dates for the eight events in the 2024 season have already been confirmed, with the opening race taking place in the Motorsport Arena Oschersleben from 26<sup>th</sup> to 28<sup>th</sup> April. Fans can already purchase tickets for the new season at dtm.com, with prices starting from 39 Euro. TV partner ProSieben will again broadcast all DTM races live next year.

A new “Road to DTM” programme for talented young drivers will enable the ADAC to leverage the synergies arising from its GT series to provide an end-to-end youth development programme in the top-level DTM. The best youngster from the ADAC GT Masters will receive a starting spot in the DTM 2025. Similarly, the best young driver from the ADAC GT4 Germany will be rewarded with a seat in the ADAC GT Masters 2025.

“We enjoyed a picture-perfect final weekend, witnessed by an impressive crowd in Hockenheim. The enormous level of fan interest shows that our concept is being very well received. From a sporting perspective, we had a high-class, balanced season with twelve different winners and a thrilling battle for the title. Fans and participants alike adopted the fresh profile that we provided for the series in our first year as promoter. We are moving in the right direction and we will move up another gear next year as the DTM celebrates its 40<sup>th</sup> birthday,” was the positive conclusion of ADAC Sport President Dr. Gerd Ennser as he reviewed the season.

“We have acted early to set the outline conditions for the DTM 2024, sending powerful signals with new teams and manufacturers,” said ADAC Motorsport Director Thomas Voss. “Teams will be able to register for the DTM 2024 from mid-November and fans have every reason to look forward to next year.”

The ADAC and Infront will be expanding their long-standing cooperation in the commercial sector. The partnership involves Infront marketing the commercialisation rights for all race series within the ADAC Motorsport rights portfolio, including exclusive marketing of the current flagship DTM and ADAC GT Masters series. The ADAC and Infront will continue to cooperate on further development of these series to create a unique platform for companies and brands.

## Media Information

Matthias Pietza, Managing Director at Infront Germany: "This is a very special partnership for us. The long-standing cooperation with the ADAC has established a basis of trust that is the ideal foundation for us to build on with our on-site team. We are delighted to be using the experience of the ADAC and our expertise to make the sport even more attractive for companies and their brands. At the same time, we are aiming to create a unique platform, showcasing how top-class motor racing and innovation go hand in hand."

The ADAC is determined to drive forward the sustainability projects that were introduced to the DTM this year. The DTM and the supporting ADAC series will again be racing with sustainable fuel. The initiative to reduce plastic waste launched by the DTM and the water technology company BWT proved to be a complete success. Installing water fountains in the paddock and spectator areas meant that 307,000 fewer plastic bottles were used. This project will continue next year.

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