

Media Information

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DTM heading into 2024 season with strong new partners

- **Mascot becomes official workwear partner of the DTM**
- **Automotive supplier Vierol joins the team**
- **Lubricants specialist LIQUI MOLY expands partnership**
- **DTM marketing partner Infront developing new cooperations**

Munich. The DTM has gained some strong partnerships for the 2024 season. Effective immediately, the DTM partners include workwear manufacturer Mascot and automotive parts supplier Vierol AG. Lubricants specialist LIQUI MOLY is also expanding its partnership in the DTM. The DTM introduced the new partnerships, developed thanks to DTM marketing partner Infront, at Wednesday's official Media Day at the Hockenheimring.

"We are welcoming two international companies, Mascot and Vierol, to the group of DTM partners and we are delighted that LIQUI MOLY has decided to significantly expand its partnership with the DTM," says ADAC Motorsport Director Thomas Voss.

The logo of official workwear partner Mascot is visible on the rear wing end plates of every DTM car. Mascot is also providing the DTM team with workwear for the activities at the circuit. The Danish company is represented in 15 countries and produces a wide selection of top-quality workwear and safety footwear.

Michael Grosbøl, Owner and CEO of Mascot: "We have been involved in motorsport for many years and have worked with the DTM in the past. This cooperation with the ADAC and the DTM sees us take another important step onto the German motorsport stage. Just like in motor racing, we aim to deliver top performance and we are constantly looking for optimisation opportunities. We are looking forward to a fruitful collaboration, and to seeing all the ADAC employees who will be sporting Mascot workwear during the races."

Headquartered in Oldenburg, Vierol AG is marking the 40th anniversary of the DTM by entering cooperation with the race series and enjoys high visibility in the pit lane. The internationally successful specialist for electronic components and engine management in the automotive sector supplies more than 50,000 high-quality vehicle parts to 125 countries on all continents. The product range includes conventional vehicle parts - from engine and transmission to emission-reducing components and modern electric and hybrid vehicle components.

"The partnership with the DTM under the aegis of the ADAC reflects our passion for all things automotive. The DTM events provide the ideal framework for meetings with our domestic and international customers. At the same time, our quality brands VAICO and VEMO will reach the large community of car aficionados," says Ulf Koschig, Board Member for Sales and Marketing at Vierol AG.



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The world-renowned lubricants specialist LIQUI MOLY, long-term ADAC partner in two-wheeled and four-wheeled racing, is significantly expanding its involvement in the DTM's 40th anniversary year. The LIQUI MOLY logos are visible on advertising hoardings around the circuit at all races in the DTM and its supporting series. "The DTM is the best GT series in the world. Therefore, in the anniversary season, the logical next step is to go from appearing in the DTM with just our own car to having our LIQUI MOLY logo visible all around the circuit," says Peter Baumann, Marketing Director (ppa.) at LIQUI MOLY GmbH.

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