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DTM and VIEROL extend long-term partnership

- **Automotive engineering specialist with extensive presence in the DTM**
- **Quality brand VAICO added to collaboration**
- **DTM and VIEROL AG agree to early extension of partnership**

Munich. The DTM and VIEROL will continue to work together in the coming years, and have extended the partnership that was launched in the 40th anniversary season of the DTM. The partnership is to be expanded and will now include quality brand VAICO. From next year, the brand for gearbox components and transmission performance will be present in the DTM in the pit lane, the paddock and around the track.

“It speaks volumes for the strength of the DTM brand and the very high level of enthusiasm for the racing series, that we have extended the cooperation with VIEROL AG, which was launched this year, after just half a season, and that the company will be part of the DTM family in the long term,” says ADAC Motorsport Director Thomas Voss. VIEROL features prominently in the pit lane at the DTM, where the VIEROL Fan Box has also thrilled visitors with insights behind the scenes.

“Our motorsport sponsorship is part of our passion for individual mobility and enthusiasm for automotive engineering,” stresses Ulf Koschig, Deputy Chairman of VIEROL AG. “Our experts are developing technical repair solutions and laying the foundations for a safe and sustainable use of motor vehicles. Furthermore, through the involvement in the DTM, our technicians also benefit from the decades of expertise in motorsport and the performance of key components under extreme conditions on the racetrack. The collaboration results in further development standards for our VAICO Expert Kits for engines and gearboxes,” Koschig continues.

“The DTM is the ideal platform, on which to demonstrate the performance of modern automotive technology under extreme conditions in motorsport, and brings the fascination of the automobile into an emotional environment,” says Ibrahim Chahrour, Head of Marketing & Product Management at VIEROL AG. “With the media impact of the DTM on various racing series, we are reaching even more automobile enthusiasts and customers around the world. Particularly at additional international racetracks,” says an impressed Chahrour.

With its headquarters in Oldenburg, VIEROL AG supplies more than 50,000 high-quality vehicle parts in 125 countries across all continents. The product range consists of conventional vehicle parts – from engine and gearbox, through emissions-reducing parts, to modern electric and hybrid vehicle components.

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