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CineStar brings the DTM to the big screen

- **Germany's biggest cinema chain is a new DTM partner**
- **Cinemagoers and DTM fans to benefit from joint discount campaign**
- **DTM present in CineStar cinemas across Germany**

Munich. The DTM puts on a spectacular, action-packed show every race weekend – and this year, the series will also be in CineStar cinemas for the first time. The DTM has agreed a wide-ranging cooperation with the largest cinema chain in Germany. At the heart of the partnership are cinema ads and on-site promotions throughout Germany. DTM fans and cinemagoers can also look forward to joint ticket campaigns with attractive discounts.

Sport fans and cinemagoers all benefit from the new cooperation: all CineStar visitors receive 20 percent off selected DTM tickets, while DTM spectators enjoy exclusive reductions on trips to the cinema. In the future, cinemagoers across Germany will be shown DTM trailers ahead of their film. For their part, motorsport fans at the circuits will be kept informed of the latest blockbusters in CineStar cinemas. The new partnership also includes joint promotions and competitions, as well as advertising at the racetracks.

“The DTM fits perfectly into our cinema world – it symbolises excitement, passion and emotion. With this cooperation, we are combining film and motor racing to form a new experience for our guests,” says Michael Strohmenger, Managing Director of CineStar.

“Cinema and motorsport – two emotional experience worlds, combined perfectly in this partnership. In CineStar we have a strong partner, who will make the fascination of the DTM even more prominent on its big screens and other channels, thus reaching new target groups,” says ADAC Motorsport Director Thomas Voss.

CineStar is one of the leading cinema operators in Germany. The company runs 44 cinemas across Germany, with a total of 348 screens – from modern multiplexes and classic movie theatres to arthouse cinemas.

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