

25.04.2025

DTM lines up with strong new partners in the 2025 season

- **PME Legend ensures a striking appearance as new Fashion Partner**
- **Puma Workwear is new Workwear Partner of the DTM**
- **CineStar brings the DTM to the big screen**
- **Badischer Winzerkeller is new Hospitality Partner of the DTM**

Munich. The DTM will underline its position as a premium product and high-profile motorsport platform with new partners and strong brands in the coming season. With Badischer Winzerkeller, CineStar, PME Legend and Puma Workwear, the DTM welcomes four new cooperation partners, who will strengthen the brand profile of the series both on and off the track.

"Our new partners are known for quality, emotion and lifestyle - just like the DTM. Puma Workwear will present functional and high-quality work clothes within the DTM. In PME Legend, we welcome a new Fashion Partner, which is a great fit for the DTM with its authentic styles. CineStar and Badischer Winzerkeller bring pleasure, emotion and coverage to the series. These cooperations show how diverse and attractive the DTM platform is for high-class brands. Together we are providing new impetus and creating an even more intense experience for our fans," says Kay-Oliver Langendorff, ADAC Head of Partnerships, Cooperations and Sponsoring.

High-quality apparel, thanks to PME Legend

PME Legend will ensure the series looks good. The company is one of the leading men's fashion brands from the Netherlands, is known for its authentic styles with roots in the world of cargo pilots, and will give the DTM world a new dimension with robust design. In the future, the DTM management team will sport the casual PME Legend look. New Fashion Partner PME Legend is all about adventure and freedom, making it the perfect fit for the action-packed DTM environment.

Functional outfits from Puma Workwear

In Puma Workwear, the DTM welcomes a renowned clothing brand on board as the new official Workwear Partner. From the start of the season at Motorsport Arena Oschersleben this weekend (25th to 27th April), the series' operational team will wear functional and high-quality works clothes from Puma Workwear – perfectly tailored to the demands of everyday life on the motorsport scene.



Sparkling moments with Badischer Winzerkeller

This year, the stars of the DTM will again celebrate on the podium with Schumacher Selection. This is possible because the DTM welcomes Badischer Winzerkeller, which has taken over distribution of Schumacher Selection wines in Germany and is regarded as one of the finest wineries in Europe, as a new partner of DTM VIP Hospitality. DTM guests can now enjoy the extensive portfolio of Badischer Winzerkeller in the DTM VIP Hospitality.

DTM drive-through in CineStar cinemas

Cinema and motorsport are combining to produce a new experience in 2025: together with CineStar, the DTM will project its emotion onto the big screen - with country-wide cinema ads, promotions, competitions and attractive ticket deals. DTM fans benefit from discounts on trips to the cinema, while CineStar guests save on tickets for DTM race weekends. Germany's largest cinema chain, CineStar runs more than 44 cinemas with a total of 348 screens across Germany.

Media Contact

ADAC e.V.

Oliver Runschke, T +49 89 76 76 69 65, E-mail oliver.runschke@adac.de

Kay-Oliver Langendorff, T +49 89 76 76 69 36, E-mail kay.langendorff@adac.de

dtm.com/en