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Achieving peak performance together: The DTM and the New England Patriots bring NFL and motorsport together

- **The DTM and record Super Bowl winners enter into a strategic partnership**
- **Fans can look forward to exciting promotions during events**

Munich. Track meets touchdown: The DTM and NFL (National Football League) franchise the New England Patriots have joined forces. The iconic racing series and the record NFL champions are entering into a strategic partnership aimed at generating greater interest in motorsport and American football among the respective fan groups. With six Super Bowl wins to its name, the football team is one of the most successful and best-known sport brands in the world. The goal of the partnership is to promote cross-sport engagement, increase the international presence of both brands, and open up new target groups. The partnership will be on display for all to see for the first time at this weekend's (3rd to 5th October) DTM finale at the Hockenheimring Baden-Württemberg: to mark the announcement of the partnership, all 24 DTM cars will bear the logo of the New England Patriots. Together, the DTM and the Patriots will give fans an exclusive glimpse behind the scenes of their high-performance teams.

"American football has been enjoying a huge boom in Germany for a number of years and – like the DTM – is particularly popular among young fans. The Patriots have a large fan base in German-speaking countries, while the DTM is growing in popularity in the USA. Together, we want to inspire more people to follow American football and motorsport," says ADAC Motorsport Director Thomas Voss. "The partnership will enhance the presence of the Patriots in German-speaking countries. At the same time, we are raising awareness of the DTM brand in the USA and Canada, and are addressing new target groups."

Both sports offer unique live experiences, combine speed with tactical finesse, and have for years been renowned for innovative regulations and the use of cutting-edge technologies. The difference between victory and defeat often comes down to mere millimetres, meaning talent, teamwork and technology must come together perfectly to achieve peak performance in decisive moments.

"For more than 40 years, the DTM has been synonymous with maximum performance, amazing sport and great live experiences, especially in the German-speaking region. The same can be said of the New England Patriots. Together, we want to create top experiences for our fans and to show what connects our sports and makes them so special," says Alex Foster, Senior Manager International Business with the New England Patriots.

Wide range of activities for fans of both sports

The partnership comprises a host of interactive measures. Joint content will be created on social media, offering exclusive insights behind the scenes in both sports. This will be complemented by the opportunity to experience peak performance live. The Patriots will be present in the paddock at DTM race weekends. The partnership will also feature prominently at

Media Information



the first regular NFL match at the Olympic Stadium in Berlin on 9th November. Other joint activities planned include cross-sport challenges, in which stars of both sports must show what they are capable of in the other star's discipline, Patriots players attending DTM events, and innovative content formats that creatively link motorsport and football.

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