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New partner: Sport Signage applies Formula 1 expertise to showcase the DTM

- **Formula 1 expertise from Germany to implement circuit branding**
- **Innovative solutions deliver strong brand presence and improved fan experience**
- **Focus on sustainability: optimised logistics processes, resource-friendly materials and reusable systems**

Munich. The DTM continues to develop its brand identity. Having introduced a new, multiple-prize-winning branding for the 2025 season, the DTM is now leveraging expertise from Formula 1 to implement its own brand and series partner brandings around the racetracks. Based in Amberg, Bavaria, Sport Signage became the official Signage Partner of the DTM for the 2026 season. Sport Signage is responsible for the planning, production and installation of all branding and advertising elements at every DTM event.

Designed for the longer term, this partnership sees Sport Signage assume responsibility for racetrack advertising, innovative LED podium solutions, ground branding, the DEKRA Fan Tower, venue dressing and modern wayfinding signage. The objective of this cooperation is to guarantee consistent, high-quality brand environment presentation for the DTM and its partners – around the circuit, in the hospitality areas and across the surroundings of the event.

Sport Signage applies innovative technologies to improve visibility and orientation for visitors and add value to the fan experience during race weekends. At the same time, the focus is on efficiency and sustainability: optimised logistics processes, the deployment of resource-friendly materials and reusable systems blend the highest quality standards with careful use of resources.

“Sport Signage has been implementing branding actions for Formula 1 for some years. We are delighted to have acquired their expertise for the DTM. The innovative solutions from Sport Signage will enable us to take the visual presentation of our series partners and the brand identity of the DTM at the racetrack to a new level,” emphasises DTM Managing Director Claudia Wagner. “Together we are aiming to strengthen the brand presence of the DTM and our partners, continuously improving the visitor experience at our events.”

“We are full of enthusiasm and proud to be supporting the success of the DTM. It is a great series for everyone who loves motorsport,” says Bernd Wagner, CEO of Sport Signage.

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