

26.5.2023

### DTM heads into the new season with Autohero

- **Europe's leading online shop for used cars is official partner**
- **Autohero logo to be seen on the race overalls of all DTM drivers, among other places**

Munich. A shared passion for cars, and a shared future: Autohero is a partner of the DTM again in the 2023 season. Europe's leading online shop for used cars will continue to support the popular racing series, which is held under the umbrella of the ADAC for the first time this year. The partnership will be apparent on multiple levels. Autohero will be represented on the overalls of the "DTM heroes" and will also present the race winners on the DTM's extensive digital channels, as well highlights on the DTM YouTube channel.

Josef Hallmann, Vice President Retail Marketing & Branding at Autohero, on the continuation of this partnership: "We can look back on two successful years as a partner of the DTM and are delighted to be involved in the most exciting racing series in Europe for the third year in a row, and to create more points of contact with potential car buyers. Under the new umbrella of the ADAC, Germany's biggest mobility club, and through the joint events with the ADAC GT Masters, the DTM is now uniting another two strong brands from the automotive field in its environment – a fantastic addition for all the fans and an opportunity for us to inspire hundreds of thousands of motorsport enthusiasts – live at the racetracks and watching at home – to purchase used cars through our brand Autohero and our full digital offering. We are looking forward to an exciting season of racing in 2023!"

"Autohero and the DTM share an unbroken enthusiasm for cars. For this reason, we are pleased to continue on this road together," says Thomas Voss, ADAC Motorsport Director. "When it comes to used car sales, Autohero is renowned for its high quality of cars, a wide range of products and, thanks to its modern online shop, innovation. As such, the company is the perfect fit for the DTM."

The Autohero logo has been on display in the DTM since the 2021 season. The company has revolutionised the sale of used cars, and its digital offering allows customers to purchase cars easily, securely and transparently. Autohero is part of the AUTO1 Group SE group of companies, which has been listed on the Frankfurt stock exchange since February 2021.

The first appearance of the new season is this weekend at Motorsport Arena Oschersleben. 14 teams with drivers from eleven countries will go head to head in cars from premium manufacturers Audi, BMW, Ferrari, Lamborghini, Mercedes-AMG and Porsche at the circuit to the southwest of Magdeburg.

## Media Information

### 2023 DTM calendar

26.05. – 28.05.2023	Motorsport Arena Oschersleben
23.06. – 25.06.2023	Circuit Zandvoort / NL
07.07. – 09.07.2023	Norising
04.08. – 06.08.2023	Nürburgring
18.08. – 20.08.2023	DEKRA Lausitzring
08.09. – 10.09.2023	Sachsenring
22.09. – 24.09.2023	Red Bull Ring / A
20.10. – 22.10.2023	Hockenheimring Baden-Württemberg

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