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Full of energy: Montana becomes an official DTM partner

- Expansion of successful partnership with the ADAC to cover the DTM
- Striking branding at all DTM events

Munich. The story continues: partners since 2020, the ADAC and energy supplier Montana are expanding their cooperation to cover the DTM. One of the leading mid-sized energy suppliers in Germany and Austria will become an official partner, enjoying a comprehensive brand presence at the DTM 2023. The striking red colour of Montana will grace the pit lane and the Parc Fermé in the DTM.

"After a few years of successful partnership, it is wonderful to be taking this to the next level with the DTM. Reflecting our brand claim, we hope that the race series will enjoy a season 'full of energy' and are looking forward to exciting racing," says Stefan Koburger, Managing Director at Montana.

"Montana has been a key partner for the ADAC since 2020. So, we are delighted to be intensifying our cooperation by appearing in a new era for the DTM and starting another chapter. Montana has also been a partner in the ADAC GT Masters for three years and the company will remain loyal to the series. We are very proud of that," says ADAC Motorsport Director Thomas Voss.

About Montana

Montana is one of the leading mid-sized energy suppliers, with more than 600,000 customers in Germany and Austria. Headquartered in Grünwald near Munich, the company also offers customers regenerative energy sources such as biogas, biofuel and electricity from renewable energies. It is also possible to cover the consumption of natural gas or fuel oil in a climate-neutral manner. Customers regularly give Montana top marks and awards in a range of comparison tests. Survey results from independent market research institutes and evaluations on consumer portals confirm that Montana enjoys extensive customer satisfaction, providing a high level of service on attractive terms.

DTM 2023 Schedule

26.05. – 28.05.2023	Motorsport Arena Oschersleben
23.06. – 25.06.2023	Circuit Zandvoort / NL
07.07 09.07.2023	Norisring
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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