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AUTO ZEITUNG becomes official ADAC Formula 4 media partner

- Three-year partnership deal with one of the most widely circulated magazines in the German automotive sector
- Extensive in-depth coverage of the ADAC Formula 4 series
- AUTO ZEITUNG logo on podium backdrop each race weekend

Munich: ADAC Formula 4 has secured a prestigious media partner for the debut season of its High Speed Academy and beyond. The ADAC has signed a three-year partnership agreement with AUTO ZEITUNG, a leading car magazine in Europe.

As one of the largest and most widely respected opinion-makers in the auto magazine segment, AUTO ZEITUNG reports extensively and in depth on the talented young drivers contesting the ADAC Formula 4 series. The AUTO ZEITUNG logo is prominently displayed on the podium backdrop each race weekend. In addition, the AUTO ZEITUNG name has been integrated into all official printing matter relating to ADAC Formula 4.

“We are delighted to have secured such a prominent media partner as AUTO ZEITUNG,” says Lars Soutschka, ADAC Director Motorsport and Classic. “AUTO ZEITUNG has an abiding reputation for thoroughly researched reporting as well as emotional involvement and passion. These qualities are perfectly suited to ADAC Formula 4. I am sure that readers can look forward to reading some fascinating articles about our ADAC junior formula series.”

Volker Koerdt, Editor-in-Chief at AUTO ZEITUNG: “We are happy to support the commitment made by the ADAC, because ADAC Formula 4 is a training ground for the single-seater racing stars of tomorrow.”

AUTO ZEITUNG is published fortnightly. Its print run of around 200,000 copies makes it one of Germany’s most widely circulated specialist magazines for the automotive sector. In the 40-plus years since it was established, AUTO ZEITUNG has won praise for its informed reviews, quality content and wide market knowledge. Based in Cologne, the magazine publishes independent, knowledgeable and up-to-the-minute reports submitted by reputable journalists from around the world.

The ADAC formula youth development programme has long been a first step on the way to future stardom for aspiring motor racing drivers. Some of the big names in Formula 1 such as four-time world champion Sebastian Vettel, world championship runner-up Nico Rosberg, Nico Hülkenberg and Ralf Schumacher, as well as DTM stars such as Martin Tomczyk, Pascal Wehrlein and Timo Glock, all started their careers in the ADAC junior formula series.

MEDIA INFORMATION

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