

# Media Information



23.9.2022

## Listen very carefully: Alpine Hearing Protection is official partner of the ADAC GT Masters

- **“Official Hearing Protection Partner” provides hearing protection for children and adults**
- **Exclusive ADAC GT Masters fan edition hearing protection**

Munich. The German GT Championship enters the finishing straight at the penultimate round of the season at the Sachsenring (23<sup>rd</sup> to 25<sup>th</sup> September). Fans and spectators will benefit from a special service during the final four races. New “Official Hearing Protection Partner” of the ADAC GT Masters, Alpine Hearing Protection, offers hearing protection for adults and children with its “MotoSafe” and “Muffy Kids” ear protectors, which are available at a special reduced price when purchasing tickets at [adac.de/motorsport](http://adac.de/motorsport). Those who decide on the spur of the moment to go to the circuit can also order and collect the hearing protection at the racetrack. Fans can look forward to a special edition with an ADAC GT Masters look to mark the new partnership.

Alpine Hearing Protection was founded in 1994 in the Netherlands. The company develops and produces high-quality hearing protection, which is now available in 65 countries. Whether to guarantee a good night’s sleep, or as protection for motorcyclists, partygoers, musicians, travellers, water sports enthusiasts, or people working at home, the company has a product for any need. Alpine Hearing Protection products are also to be found at Formula 1 races, international music festivals and other major events. The company places great value on the outstanding workmanship of its products, as well as high standards when it comes to safety, health and environmental protection, and has been recognised for its innovative design with the Red Dot Award.

“As the biggest mobility club in Europe, the ADAC is a passionate promoter of motorsport. We at Alpine are also actively involved in this field and want to give all the fans, whether small or large, a fantastic and safe sound experience with our hearing protection, which is specially made for motorsport and can be reused – in keeping with our motto: enjoy a great sound, all your life. We are proud of that and feel honoured to be able to support the goals of the ADAC – to make motorsport even more environmentally and spectator-friendly – as ‘Official Hearing Protection Partner’ of the ADAC GT Masters,” says Jens Herweg, Managing Director DACH of Alpine Hearing Protection.

ADAC Motorsport Director Thomas Voss: “Alpine Hearing Protection is an international company with great expertise in the field of hearing protection, and is perfectly suited to the ADAC GT Masters. Following our sustainable fuel Shell Blue Gasoline 98 GT Masters and the BWT Bottle-Free Zone, we have now taken another important step with this new partnership, in order to make motorsport even more environmentally and spectator-friendly.”

Fans watching from home do not need hearing protection: all the ADAC GT Masters races start at 13:00. International viewers can watch the qualifying and the races live on [adac.de/motorsport](http://adac.de/motorsport), the new ADAC Motorsports YouTube channel [youtube.com/ADACMotorsports](https://www.youtube.com/ADACMotorsports) and [motorsport.tv](http://motorsport.tv).



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## 2022 ADAC GT Masters calendar, subject to amendment

22.04. – 24.04.2022	Motorsport Arena Oschersleben
20.05. – 22.05.2022	Red Bull Ring / A
24.06. – 26.06.2022	Circuit Zandvoort / NL
05.08. – 07.08.2022	Nürburgring
19.08. – 21.08.2022	Family & Friends Festival DEKRA Lausitzring
23.09. – 25.09.2022	Sachsenring
21.10. – 23.10.2022	Hockenheimring Baden-Württemberg

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