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## Synthetic fuel and new branding for the 2025 DTM

- **New synthetic fuel to be used in the DTM, ADAC GT Masters and ADAC GT4 Germany**
- **DTM presents new branding and brand image in Hockenheim**

Hockenheim. New benchmarks in sustainability and a modern brand image: the DTM will line up with a synthetic fuel in the 2025 season, as it consistently follows the ADAC's initiative to achieve greater sustainability in motorsport. The DTM will also have a fresh new look and has presented its new branding, which includes a new logo. The coming season kicks off from 25<sup>th</sup> to 27<sup>th</sup> April at Motorsport Arena Oschersleben. ProSieben will once again broadcast all the races on free-to-air TV next year. Tickets for the 2025 DTM go on sale at 15:00 on 20<sup>th</sup> October, with fans benefitting from an attractive Fast Lane Discount when purchasing their tickets by 15<sup>th</sup> November.

"We have enjoyed a spectacular 40<sup>th</sup> anniversary season in the DTM, with top-class motorsport and drama right down to the final race. The response from our visitors, with an increase of roughly 20 percent, has shown that we are on the right track with our concept," says ADAC Motorsport Director Thomas Voss. "We are now taking a significant step in the further development of the series and are strengthening the DTM's role as a pioneer in the field of sustainability in motorsport. We are bringing greater sustainability to the DTM platform with a new, synthetic and climate-friendly fuel. In doing so, we are demonstrating the potential of synthetic fuels within one of the most popular racing series in Europe. We are also presenting the series with a dynamic look; a new brand image will give us a modern branding."

The DTM will run on a synthetic, fossil-free fuel from next season. This new climate-friendly fuel will contribute to the decarbonisation of the DTM and reduce CO2 emissions by 75 percent. The fuel, which is certified by the International Automobile Federation FIA, is produced by P1 Fuels, a green tech company from Berlin with years of experience in the development, manufacture and use of fossil-free, synthetic fuels. It will be used in the DTM, the ADAC GT Masters and ADAC GT4 Germany. The fuel is part of the DTM's comprehensive sustainability concept, which also includes the initiative with water technology company BWT to reduce plastic waste. The project was launched in the ADAC GT Masters in 2021 and introduced to the DTM in 2023 and has so far saved more than one million plastic bottles.

Visually, the DTM branding has been given an overhaul after the 40<sup>th</sup> anniversary season. A new logo, a new broadcast and digital identity, and various design solutions for printed products and events will achieve a consistent branding for all brand experiences in the DTM. The design follows the yellow and black colour scheme of the ADAC, thus clearly showing that the DTM belongs to the ADAC motorsport family as its premium brand. At the heart of the new brand image is the new DTM logo, which has been given an extensive facelift and now features striking openings and characteristic details. It now reflects the powerful, dynamic and modern self-image of the DTM brand. The consistent brand strategy follows clear rules and was developed in cooperation with sport branding agency UnitedSenses in Munich. The DTM's new branding will be used from 21<sup>st</sup> October.

## Media Information

### 2025 DTM calendar

25.04.-27.04.2025	Motorsport Arena Oschersleben
23.05.-25.05.2025	Dekra Lausitzring
06.06.-08.06.2025	Circuit Zandvoort (NL)
04.07.-06.07.2025	Norising
08.08.-10.08.2025	Nürburgring
22.08.-24.08.2025	Sachsenring
12.09.-14.09.2025	Red Bull Ring (A)
03.10.-05.10.2025	Hockenheimring Baden-Württemberg

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