



21.04.2026

BWT and ADAC expand their involvement in the DTM

- **New “Driving Change” initiative at all DTM race weekends**
- **Consistent reduction of single-use bottles, thanks to water dispensers**
- **Social commitment through Best Water Run and BWT Race Lap Award**

Munich. BWT and the ADAC are intensifying their partnership in the DTM, combining their strengths to make sporting events more sustainable. With the new joint initiative “Driving Change”, the water technology company and the racing series are sending a strong signal for sustainable solutions in the 2026 DTM season. “Driving Change” will run for the full season and will be prominent at each of the eight race weekends through various different campaigns. The goal is to raise awareness of such issues as waste reduction and the conservation of natural resources. The initiative will have a striking, unmistakable look: BWT pink stands for a clear stance and the vision to “Change the World – sip by sip”, and will be complemented by the signature DTM yellow.

Launched in 2021, the partnership between BWT and the ADAC racing series is based on the belief that high performance and environmental awareness can go hand in hand. DTM events serve as a platform, on which to allow people to see and experience innovative and sustainable solutions, in line with BWT’s mission: For You and Planet Blue.

“‘Driving Change’ is our next step in rethinking sustainability in motorsport,” stresses Anna Grubeck, Head of Sports Sponsorship at BWT. “Together with the ADAC, we are using the DTM as a platform, on which to combine innovation, performance and responsibility. Our goal is to not only make solutions visible, but also to make a real impact. With initiatives like the BWT Race Lap, we are directly combining performance on the track with definite impact. With every lap completed, we are able to achieve progress in our efforts to ensure access to safe and clean drinking water.”

“The goal of the ADAC and the DTM is to make motorsport more sustainable. With the ‘Driving Change’ campaign, and in cooperation with BWT, we are making this commitment visible, perceptible and high profile. Thanks to the free water dispensers, the partnership with BWT is also measurably improving the experience for visitors,” says DTM Managing Director Claudia Wagner.

One central element of the partnership is the comprehensive infrastructure for mineralized drinking water at all DTM race weekends: a total of five public BWT water stations in the paddock and an additional 50 BWT water dispensers across the entire event site guarantee access to BWT Mineralized Water at all times. The focus is on an overall concept that is both innovative and sustainable: locally prepared and mineralized BWT water, enriched with

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magnesium, zinc and silicate, makes single-use plastic and glass bottles unnecessary, and thus considerably reduces waste and transport-related CO₂ emissions. Reusable BWT Climate Bottles – also available as an exclusive DTM special edition – also offer fans a long-lasting, high-quality lifestyle product. Since the start of the partnership, the use of water dispensers at DTM and ADAC events has so far saved more than 1.4 million bottles.

BWT is also committed to supporting b.waterMISSION, a well construction project in Africa, to allow access to safe and clean drinking water. The Race Lap Award is directly linked to this project: for each race lap completed within the DTM, BWT and the ADAC make a financial donation to b.waterMISSION. The costs are borne by both partners, meaning the money raised from every lap goes to expanding the global drinking water supply. Last year, € 70,000 was raised this way. The Best Water Run is also in aid of b.waterMISSION, and this year takes place on 21st June in Zandvoort. The whole DTM family puts on its running shoes and runs a lap of the racetrack for the good cause. BWT donates € 6 for every runner.

About BWT

The Best Water Technology Group is the market leader in water technology. Around 6,500 employees work towards the goal of providing customers from private households, commerce and industry, hotels and municipalities with innovative, economic and ecological water treatment technologies, that guarantee maximum safety, hygiene, health and well-being in the daily use of water. BWT provides modern water treatment systems and services for drinking water, pharmaceutical and process water, heating water, boiler water, water for cooling and air conditioning systems as well as water for swimming pools.

All over the world our Research & Development teams, using state-of-the-art methods, work on new processes and materials with the aim of developing ecological and economical products. A key development issue is the reduction in the products' use of operating resources and energy consumption and the resulting minimization of CO₂ emissions. The declared goal of BWT is to make perfect quality drinking water available all over the world and to reduce the consumption of single-use plastic bottles. That saves the complex transport, storage and disposal of single-use water bottles. BWT pays particular attention to sustainability, social responsibility and the careful use of limited resources in order to leave a beautiful, livable world for future generations – according to the claim: BWT – For You and Planet Blue.

More information about the group of companies at bwt.com.

ADAC e.V.

Oliver Runschke, T +49 89 76 76 69 65, E-Mail oliver.runschke@adac.de

Kay-Oliver Langendorff, T +49 89 76 76 69 36, E-Mail kay.langendorff@adac.de

dtm.com/en



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