

**TCR** Eastern Europe  
TOURING CAR SERIES **eset**

**ADAC**  
**TCR** Germany  
TOURING CAR CHAMPIONSHIP

SPONSORING



**MERTEL**  
MOTORSPORT

M FOR MOTORSPORT

# TEAM MERTEL MOTORSPORT



## **MERTEL STANDS FOR MOTORSPORT**

You are looking for something special? An experienced and strong partner for the international visibility of your brand in the racing environment? Then you have come to the right place. The M in MERTEL stands for motorsport.

MERTEL Motorsport supports drivers of all age categories in Touring Car and Club Sport in Europe.

You love the exclusive? Team MerteL Motorsport is the only official FERRARI dealer with its own motorsport team in Germany. We therefore offer you the presentation of your brand in Ferrari Racing in official events all over Europe.

MERTEL Motorsport is also active in SIM Racing and uses its own team with current Ferrari cars.

# SUCCESS / RESULTS 2023 MERTEL MOTORSPORT

- ▶ Vice Champion overall 2023 – René Kircher
- ▶ Junior Champion 2023 - René Kircher
- ▶ P4 overall – Davit Kajaia
- ▶ Vice Champion 2023 Team Championship

## OUR KEYS TO SUCCESS

As we showed 2023, we know how to be successful. For the drivers. For the team. For the sponsors. Racing is our passion. We love what we do and we love to be successful. That requires know-how in every sector. Know-how in the individual set-up of the car, know-how in coaching each driver the way that is perfect for him. Everyone in the team and every kind of work in the team plays together to support the driver. It is our ambition to deliver the best and fastest car to him and to create an atmosphere that is professional and although shows the passion and fun to race. Our success 2023 in TCR Eastern Europe proves that we know how.

**FOR DRIVERS, TEAM AND SPONSORS**



# SUCCESSES MERTEL MOTORSPORT 2023



## BENEFITS FOR SPONSORS

- ◆ Logo application on the racing vehicles
- ◆ Logo application on the racing overalls
- ◆ Logo application on the team merchandise
  
- ◆ Presentation / visibility in the paddock/box
  
- ◆ Reach on livestreams and TV
- ◆ Reach on instagram and facebook
- ◆ Presence on the teams website
  
- ◆ VIP events at racing events

### WINNING IS HABIT

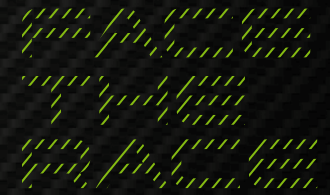
If you race, you want to win. Anyone who runs a company wants to be successful.

MERTEL offers you many tools to make your brand internationally visible in racing. Use this unique chance for more visibility. With MERTEL Motorsport your company is at the pole.

INTERNATIONAL SUCCESS AND USE AS A  
PRESENTATION PLATFORM FOR YOUR BRAND.

BROADLY POSITIONED IN RACING FOR  
GREAT VISIBILITY.

**OUR PASSION FOR YOUR SUCCESS.**



# TCR EASTERN EUROPE TCR GERMANY



## OUT OF PASSION FOR RACING

The TCR Europe championship focuses heavily on the development of young drivers, offering them a pathway to higher levels of motorsport.

Many of the drivers in TCR Europe are emerging talents looking to make their mark in the highly competitive world of touring car racing. The championship also features a number of experienced drivers who provide a mix of youth and experience on the grid. Overall, the drivers in the TCR Europe are characterised by their ambition and determination to succeed in the sport.

MERTEL Motorsport enters successful and well-known drivers in each of the TCR Eastern Europe and TCR Germany.

CALENDAR 2024 TCR EASTERN EUROPE

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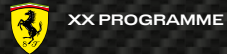
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CALENDAR 2024 TCR GERMANY

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garantier.de

MERTEL Motorsport e.K. · Röthensteig 2-10 · 90408 Nürnberg · +49 911 937 937 60 · info@mertelmotorsport.com · www.mertelmotorsport.com

Motorsport Consulting Ing. Kurt Treml · Tel. Austria +43 664 1874355 · Tel. Germany +49 151 18802670 · kt@mc-treml.com