

PRESS RELEASE

Hockenheimring selects Motorsport-Magazin.com as new media partner

Munich, 27/04/11: As the new motor racing season gets underway, the Hockenheimring has chosen Motorsport-Magazin.com to be its new media partner.

The iconic circuit in Baden-Württemberg will once again be staging an exciting programme of motor racing events, including the German Touring Car Masters (DTM), the ADAC GT Masters, the IDM and the NitrOlympX drag racing spectacular.

Motorsport-Magazin's role in this partnership will be to produce editorial content on the action, both on and off the track. The Hockenheimring will further benefit from comprehensive advertising exposure on the Motorsport-Magazin.com website and in the print magazine of the same name. In return, the Hockenheimring will actively promote the print version of Motorsport-Magazin.com in the context of its events and will also draw attention to this quality publication in its own digital media.

"In adding Motorsport-Magazin.com to our network of media partners, we have recruited a big hitter who has considerable influence with our core target group of motor racing fans," explains Jorn Teske, Head of Marketing at Hockenheim-Ring GmbH. "In view of the extensive reach and particularly the opportunities for cross-media communication, we will now be able to focus more intensively and effectively on the motor racing highlights that we have to offer."

Mike Wiedel, Managing Director at adrivo Sportpresse GmbH, was equally enthusiastic: "We are delighted to have forged this new partnership with the Hockenheimring. Through Motorsport-Magazin.com, we offer enhanced scope for presenting the varied package from the Hockenheimring to an attractive target group via a range of different media channels: online, print and mobile."

About adrivo Sportpresse GmbH

adrivo Sportpresse GmbH specialises in the creation and distribution of editorial content on a variety of topics. The company offers a range of supporting media services such as administration, programming, marketing and design. It therefore qualifies as a full-service agency, able to cover all the needs of its customers, amongst whom are numerous other online and print media outlets. The company also manages the websites of Formula One driver Nick Heidfeld and other prominent figures from the world of sports.

In *Motorsport-Magazin.com*, adrivo Sportpresse also operates one of the most popular and influential online motorsport sites in the German-speaking world. In addition, the corresponding print title *Motorsport-Magazin* is available monthly from newsagents.

For further information, please visit www.adrivo-media.com.

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