

ADAC TOTAL 24h Race 2020:

## Green lights for the 24h Race

- **The ADAC Nordrhein board votes for holding the event – but for the time being without spectators on site**
- **Strong partners make significant contribution to the realisation of the event**
- **Nordschleife in your living room: Fans to witness the action live via TV or live stream**

The ADAC TOTAL 24h Race at the Nürburgring Nordschleife will be held from 24<sup>th</sup> to 27<sup>th</sup> September 2020. News many teams, organisers and fans have been waiting for and now officially confirmed, with the preparation for the realisation of the event running flat out. At the same time, a difficult decision had to be made. According to the current state of affairs it will be a race without spectators on site. To provide the fans that used to make for a unique festival ambience around the circuit, in the past, a thrilling race weekend in the exceptional year 2020, nevertheless, the organisers ADAC Nordrhein, their live-stream partners and TV station NITRO prepare an intense media effort. For details and further information and news around ADAC TOTAL 24h Race please visit the official Homepage [www.24h-rennen.de](http://www.24h-rennen.de).

Race director Walter Hornung has got mixed feelings when it comes to this special edition of the ADAC TOTAL 24h Race. "It goes without saying that all the members of the organiser circle are happy that we will be able to hold the race at all." After all, a lot of convincing was necessary to get to this point. The downer: "Unfortunately we will have to do without our loyal fans," Hornung adds. "And we will miss them a lot as there is no other motor-racing event worldwide where the spectators represent a similarly significant factor as they do in the 24h Race. In the past they always made for a truly unique ambience all around the Nordschleife."

### **Car and tyre manufacturers as well as marketing partners make a significant contribution**

None the less, the ADAC Nordrhein Chairman, Peter Meyer, takes a positive point of view: "Offering the teams and drivers a prospect was of enormous importance, for us."

ADAC Nordrhein Sportpresse  
Pro Motion GmbH  
Graseggerstraße 113 · 50737 Köln  
Internet [www.24h-rennen.de](http://www.24h-rennen.de)

Telefon +49 221 957434-84  
E-Mail [media@24h-rennen.de](mailto:media@24h-rennen.de)  
[akkreditierung@24h-rennen.de](mailto:akkreditierung@24h-rennen.de)  
Mediaseite [www.24h-media.de](http://www.24h-media.de)

**ADAC Nordrhein e.V.**



And now we succeeded in doing so.” An important factor on the way to the realisation of the event was the fact that the premium-car manufacturers Audi, BMW, Mercedes-AMG and Porsche, the Nürburgring 1927 GmbH & Co. KG and marketing partner SPORTTOTAL, the two tyre manufacturers Falken and Michelin as well as the team Scuderia Cameron Glickenhaus got involved. They all took a stake in a joint fund that will cushion the higher financial risks of the race. “Due to the lack of spectator revenues and the extra costs caused by the pandemic situation we had to cope with a major short-term financial effort,” explained Mirco Hansen, head of organisation. “The 24h Race will represent a massive financial expense for us. The partners involved in this fund make an extremely important contribution when it comes to cushioning a part of this expense and ensuring the realisation of the race. Therefore, we have to thank them to the max.”

#### **Plea to the fans: Remain faithful to the 24h Race!**

At the same time, the organisers also focus on keeping the ADAC TOTAL 24h Race fans happy. They represent an important factor of the fans and will be missed dearly, this year, by all those involved. Therefore, ADAC Nordrhein wants to guarantee two important things, for them. The first promise is made to the ticket holders: if they want to do so they can keep their tickets for 2021 as they will be valid for next year’s edition of the race. At the same time, it goes without saying that the tickets also can be returned. Promise No 2: It will be made sure that the fans will be able to witness all the 24-Race aspects throughout the event. And there will be online fan activities that will accompany the extensive media coverage of the race. An extensive live stream, the info service featuring timing and ticker via the 24h-Race website and – of course! – the competent and comprehensive FTA live coverage of the race’s TV partner RTL Nitro will make sure that the spectators will be able to enjoy the full Nordschleife experience at home in their living rooms. Furthermore, there will be several special fan activities that are supposed to take the spectators at home very close to teams and drivers.

ADAC Nordrhein Sportpresse  
Pro Motion GmbH  
Graseggerstraße 113 · 50737 Köln  
Internet [www.24h-rennen.de](http://www.24h-rennen.de)

Telefon +49 221 957434-84  
E-Mail [media@24h-rennen.de](mailto:media@24h-rennen.de)  
[akkreditierung@24h-rennen.de](mailto:akkreditierung@24h-rennen.de)  
Mediaseite [www.24h-media.de](http://www.24h-media.de)

**ADAC Nordrhein e.V.**

