

Hella Pagid remains the main sponsor of racing one in 2021

Cooperation with motorsport team enters fourth year

Essen, 1 February 2021. In the upcoming 2021 season, the Essen-based brakesystem specialist for the independent aftermarket Hella Pagid will remain the main sponsor of the motor sports team racing one. "Despite the challenging conditions in 2020, we were even able to celebrate a successful debut in the GT3 class "SP9 AM" of the Nürburgring Endurance Series," says Timo Krämer, Senior Marketing Manager at Hella Pagid. "As a new competitor in this class, we immediately took the class win with the new entry car, the "Hella Pagid - racing one" Ferrari 488 GT3." Hella Pagid is looking to build on this in 2021.

The past year was also successful not just considering the Enduring Series. "Hella Pagid - racing one" was also involved in gripping duels during the season highlight, the 24-hour race at the Nürburgring. Until about six hours before the end of the race, the team was in a podium position, but this had to be abandoned due to a broken circlip on the drive shaft anchorage. Nevertheless, the race could be finished successfully. More info on this can be found in the Sport1 report "Between heaven and hell - "Hella Pagid - racing one" at the 24h at the Nürburgring" (also available on demand in the Sport1 media library).

In addition to a real final spurt in the DTM Trophy, the GT4 race series of the DTM, in which the last three of four races were won, and a successful season in the "Goodyear 60" race series of the GTC race, in which an overall class victory was achieved with the familiar "Hella Pagid - racing one" Ferrari 458 GT3 from the 2018 and 2019 season, the team took also part in hard-fought races in the ADAC GT4 Germany, and ultimately achieved a place in the midfield.

PRESS RELEASE

"In 2021, we will continue the sponsoring activity in a similar manner in order to further emotionalise our brand in a targeted manner and to further increase our brand awareness, also among the motorsport-savvy mechanic target group, thanks to the extensive media coverage," says Lars Brylka, Managing Director at Hella Pagid. Therefore, participations in the NLS (SP9 AM), the 24h race at the Nürburgring, the DTM Trophy as well as the ADAC GT4 Germany are planned. Further participation in European GT3 and GT4 racing series are also on the agenda.

"With Hella Pagid, we have a strong partner at our side for the fourth season, and as usual we will be able to offer exciting supporting programmes for our customers in addition to the official races, provided that this will be possible again. The sporting development that the motorsport team "racing one", which has now been in existence for ten years, has achieved together with Hella Pagid in the last three years is enormous. We are looking forward to another season as 'Hella Pagid - racing one' in 2021," said Martin Kohlhaas, founder and team boss of racing one.

The "Hella Pagid - racing one" team, like many other leading international racing teams and numerous vehicle manufacturers, trusts in the motorsport expertise, performance and development competence of its sister brand PAGID Racing. This knowledge is consistently transferred to the brake pads from Hella Pagid and is used during development to ensure the best braking performance at all times and in all situations out on the roads.

PRESS RELEASE

Note:

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www.hella.com/press

Hella Pagid GmbH, Essen: The joint venture consisting of automotive supplier HELLA and automotive supplier TMD Friction, part of Nisshinbo Group, distributes brake components and accessories on the worldwide automotive aftermarket. Both partners have a 50% share in the joint venture. Hella Pagid benefits greatly from the expertise of the two automotive suppliers, skills which complement each other exceptionally well. This joint venture perfectly combines the strengths of two market-leading companies in original equipment, aftermarket, and service. TMD Friction is the world's leading manufacturer of brake linings, whose product portfolio combines top brake technology with constant innovation. Hella Pagid products are distributed via the HELLA global retail organisation.

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