

Press release

Essen, 22 February 2022



Hella Pagid remains the main sponsor of racing one in 2022

Cooperation with racing one enters fifth year

In the upcoming 2022 season, the Essen-based brake system specialist for the independent aftermarket Hella Pagid will remain the main sponsor of the motorsports team racing one. "Despite the challenging conditions in 2020 and 2021, we were able to prolong our cooperation with racing one for 2022, being the fifth common season," says Timo Krämer, Senior Marketing Manager at Hella Pagid.

"In 2022, we will continue the sponsoring activity in a similar manner in order to further emotionalize 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), the 24h race at the Nürburgring (SP9), the Pro-class of the ADAC GT4 Germany and the Pro-class of the GT4 European Series are planned.

After several action-packed and successful seasons with the Hella Pagid branded AUDI R8 LMS GT4, racing one decided to start a new path of success with a completely changed GT4 fleet, where several Aston Martin Vantage GT4 replace the previous race cars.

"With Hella Pagid, we have a strong partner at our side for the fifth season. As usual, we plan to offer exciting events for Hella Pagid's customers, if this will be possible again. The sporting development that the motorsport team racing one, being in existence for more than ten years now, has achieved together with Hella Pagid in the last four years is enormous. We are looking forward to another season as "Hella Pagid – racing one" in 2022," said Martin Kohlhaas, founder and team boss of racing one.

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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 Hella Pagid's sister brand PAGID Racing. This knowledge is consistently transferred to the brake pads from Hella Pagid and is used during development to always ensure the best braking performance and in all situations out on the roads.

Note:

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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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