

HELLA PAGID is the new partner for the Audi Sport TT Cup

Audi Sport TT Cup begins its second season // HELLA PAGID sponsors Audi Sport TT Cup

Essen, June 22, 2016. HELLA PAGID, the Essen-based brake system specialist serving the independent aftermarket and operating in a joint venture with the automotive suppliers TMD Friction and HELLA, is now the official partner of the Audi Sport TT Cup for the current season. The staging of this Cup was first launched in 2015.

Following the successful season opener and the equally successful completion of the Audi Sport TT Cup's first season in 2015 against a backcloth of extensive media interest, the coming season has been eagerly awaited. Last year was the first time that Audi held a one-make Cup also in Germany, i.e. the Audi Sport TT Cup which was staged under the auspices of the DTM, the Deutsche Tourenwagen Masters. The year of 2016 will see fourteen races in all being staged at six DTM events and at the 24-hour race held at the Nürburgring. The 24 cars will be prepared and put forward on a centralized basis - a system guaranteeing the maximum amount of equal opportunities. "The car with the Number 23 driven by Philip Ellis in the meantime boasts the logo of HELLA PAGID," explains Madeleine Korthues proudly, Marketing Manager at HELLA PAGID.

With this new Audi TT race series, the make with the Four Rings is offering young talented drivers career opportunities in the world of the company's successful motor sport. The exceptionally light body, the 4-cylinder TFSI engine and the 6-speed gearbox all originate from the series in a virtually unchanged state and, as such, they form the perfect basis for a racing car. "Furthermore all the Audi TTs involved are fitted with PAGID RACING brake linings," Madeleine Korthues added. "We are very pleased to be

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supporting the Audi Sport TT Cup, a definite public favorite, this season and we wish the entire team and every single driver all imaginable success."

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HELLA PAGID GmbH, Essen: The joint venture between the automotive parts suppliers TMD Friction and HELLA sells brake components and brake accessories on the international automotive spare parts market. Both partners have a 50% share in the joint venture. HELLA PAGID benefits greatly from the competencies 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 global market leader for brake linings, whose product portfolio combines top brake technology with constant innovation. The products of HELLA PAGID are distributed via the global aftermarket organization of HELLA.

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