

Hella Pagid is Official Partner at the Third Audi Sport TT Cup

- **Audi Sport TT Cup launches third season**
- **Up-and-coming driver Jack Manchester drives with Hella Pagid Logo**
- **All Audi TT's equipped with PAGID RACING brake linings**

Essen, May 05, 2017. Hella Pagid, the Essen-based brake system specialist serving the independent aftermarket and operating in a joint venture with automotive suppliers TMD Friction and HELLA, will remain Official Partner of the Audi Sport TT Cup for the current season. All Audi TT's participating in the Cup are equipped with PAGID RACING brake linings. As partner of the Audi TT Cup, Hella Pagid supports the up-and-coming British racer Jack Manchester.

The Audi Sport TT Cup was launched in 2015 and has enjoyed great popularity since then. Part of the framework program of the Deutsche Tourenwagen Masters (DTM), an average of 80,000 spectators followed the individual racing events. Special: the Audi Sport TT Cup provides talented young drivers the opportunity to introduce themselves to the sports world and to successfully establish themselves in motor sports. "We want to support young racing talents during their career start and thus contribute to an efficient youth development on the international stage", says Madeleine Korthues, Marketing Manager at Hella Pagid. This year, the company thus supports for example the young racer Jack Manchester (18) with number 15. "Jack Manchester is a great fit for us since his exemplary and performance-oriented thinking incorporates the basic company values."

Jack Manchester started his racing career in 2016 and immediately proved his talent. Already during his first year of racing, Manchester achieved 7 podium finishes and 5 victories. "We're looking forward to a first-rate race and a successful season 2017." The first race this season will take place at the Hockenheimring on May 7, 2017.

PRESS RELEASE



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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 competences 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. Hella Pagid products are distributed via HELLA's global aftermarket organization.

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