



Traditional Nordschleife race from 30 May to 2 June 2024:

RAVENOL becomes title partner of the 24h Nürburgring

- Lubricant manufacturer from Werther / Germany expands commitment to the 24h race
- Comprehensive package will make the new title partner widely visible
- Many successful teams already rely on RAVENOL at the Nordschleife

The 24h Nürburgring has a new title partner. Lubricant manufacturer RAVENOL will deepen the long-standing cooperation and thus turn the biggest German racing event into the "ADAC RAVENOL 24h Nürburgring". The partnership does not only refer to the official naming of the prestigious motorsport festival in the legendary "Green Hell" of the Nürburgring-Nordschleife. RAVENOL also contributes its great technical expertise and becomes the "Official Lubricant Partner" of the 24h. As part of the contract, the brand will be visible at numerous positions in and around the race. The commitment, which will initially run for five years, ideally complements RAVENOL's activities at the Ring, from which the visitors will also benefit: In the past years, they were able to enjoy discounted rides on the RAVENOL Ferris Wheel with RAVENOL's support, which, with its prominent position in the middle of the paddock, became a true symbol of the event.

For RAVENOL, the new partnership is an ideal addition to the already large presence at the 24h: This year, a number of strong teams counted on the lubricants from Werther / Germany. Among them were many top teams whose GT2 and GT3 cars successfully completed what was probably the toughest practical test for the lubricants. And RAVENOL is not only used at the top of the field, the oils are also used across the numerous motorsport classes, so that the title as Official Lubricant Partner of the 24h was only too justified. Within the scope of the title partnership, RAVENOL will also be very present in the pit lane in the future: The lettering will adorn the border to the fast lane there in future and will also be visible on the nameplates above the individual pits. In addition, the distinctive RAVENOL lettering will be visible on all racing cars above the starting number. RAVENOL also has an extremely strong presence at the Nürburgring as the name giver of the press centre of the Eifel circuit and sponsoring partner on the pit wall.

"We are very pleased to have found a new title partner in RAVENOL, who combines technical competence with a big heart for motorsport," says a delighted 24h race director





Walter Hornung. For him, the partnership is more than just sponsorship. "RAVENOL brings an outstanding technical know-how in the field of lubricants. Especially in view of the challenges of the future, in which keywords such as environmental compatibility, sustainability and the use of new technologies will play an increasingly important role in motorsport, a partner with this experience and knowledge is particularly valuable to us. We are looking forward to a good and trusting cooperation."

The extended cooperation is also an important milestone for RAVENOL. "With the title partnership of the legendary 24h, we are making our commitment in this hotspot of technical development even more visible," explains Martin Huning, Motorsport Director RAVENOL. "In the past years, numerous teams have proven that our products pass the ultimate endurance test: the use and even the victory at the 24h Nürburgring as the toughest race of the most modern GTs and touring cars on the longest race track in the world. Now we appear even more clearly as a convinced partner of this event and its protagonists."

The partnership between the 24h Nürburgring and RAVENOL was initiated by the marketing and medialisation partner, SPORTTOTAL LIVE GmbH. The Cologne-based company recently reached an agreement with the organising ADAC Nordrhein on a continuation of the long-standing cooperation up to and including 2028. "We are delighted that through the agreement with RAVENOL we have not only achieved an important contribution to the sustainable economic security of the legendary 24h Nürburgring," said Matthias Wurm, Managing Director of SPORTTOTAL LIVE GmbH. "The technological expertise of the new title partner is also a decisive advantage for the event and offers a number of connecting factors for intensive and close cooperation."