



ADAC RAVENOL 24h Nürburgring:

24h Nürburgring welcomes Monster Energy on board

- Monster Energy is new partner of the 24h Nürburgring
- Energy drink set to thrill fans at the Nürburgring with a feast of action
- High-profile partnership, at the racetrack and beyond

Monster Energy is a partner of the ADAC RAVENOL 24h Nürburgring from 2024, and is planning an extremely diverse and extensive range of activities revolving around the Nordschleife classic. The contract, which runs up to the end of 2026, sees the energy drink enhance the action-packed event at the Nürburgring with an extensive presence, including many fan attractions. As well as visual elements, such as perimeter advertising and flags in the paddock, visitors can also look forward to spectacular bike action and much more. The partnership will also be prominent across Germany in the run-up to the N24h race: 400 tickets and additional VIP packages will be up for grabs in a competition in shops to accompany the launch of the new Monster Energy Green Zero.

Monster Energy undoubtedly has a passion for high-octane events. As such, it is only logical that the energy drink should also support the 24h Nürburgring from 2024. Visitors at the track will, for example, come across Monster Energy on the ring°boulevard, where a Monster Stage will be erected with a Meet&Greet area, gaming zone and other attractions. In the paddock, a Monster activity area will be set up close to the RAVENOL big wheel. The Fred Crosset Circus Trial Show will make multiple appearances here over the course of the race weekend. The awesome action, including freestyle trial riding and motocross on BMX and trial bikes, will be complemented by a no less spectacular Drag Racer Show. The FMX and trial artists will also showcase their crazy skills in front of the packed grandstands around the Grand Prix Circuit as the starting grid forms on the Saturday – the perfect way to pass the time in the run-up to the highly anticipated start of the 24h race.

Anyone unable to make it to the paddock is sure to encounter Monster Energy around the Nordschleife: plans are in place for the Monster Ambassadors and Monster Girls to tour the most spectacular racetrack in the world. “Endurance racing brings out some of the most passionate and committed fans in motorsport, and the ADAC RAVENOL 24h Nürburgring is right up there at the pinnacle of racing,” says Jimmy Goodrich, Senior Vice President Marketing EMEA at Monster Energy. “We’re looking forward to working





together to unlock unforgettable experiences for fans and competitors and are counting the days before we get to celebrate this great festival of racing.”

The partnership is a real win for the ADAC RAVENOL 24h Nürburgring. “We are pleased to have acquired a partner that is so intensively engaged on so many fronts,” says Matthias Wurm, Managing Director of SPORTTOTAL LIVE GMBH, the marketing and medialisiation partner of the 24h Nürburgring. “With its great fan-oriented activities, Monster Energy is also helping us to put together an attractive and action-packed event.”

