



FACTS AND FIGURES

ON SITE?

- VISITORS: 130,000 in 2024
- TRUCKS: 1,500 semi-trailers
- FIREWORKS: 15 min.
- TRADE FAIR EXHIBITORS: 60
- JOB EXPO: 20 - 30 EXHIBITORS
- RACE TRUCKS: 38 - 40
- GT RACING CARS: 18

WHERE ELSE?

- LIVE-STREAM: 540,000 viewers
- TV: SWR, TV Mittelrhein, ARD, ZDF, D-MAX, Bild TV
- RADIO: Big FM, SWR, RPR 1, Antenne Koblenz, WDR 4
- PRINT: Industry Magazine, Fernfahrer, ADAC Motorwelt
- SOCIAL: Facebook, Instagram, YouTube, influencers

WHO?

- Motorsport enthusiasts and decision-makers from the commercial vehicle industry, e.g. freight forwarders and transport companies, truck drivers and families. Visitors typically come in groups and enjoy racing and the relaxed event atmosphere at the Nürburgring.

AGE



The average age of visitors is 39

GENDER



69 % of visitors are male

OCCUPATIO



Proportion of truck drivers is 20%

INDUSTRY



Proportion of visitors with a professional connection is 48



PURE RACING!

The race at the "Ring" is the biggest event in the 2025 Goodyear FIA European Truck Race Championship season.

Around 10 races, with racing cars from 3 different series will light up the track. The ADAC GT Masters and the Dutch Race Truck Championship will also be on the grid this year.



THE GOODYEAR FIA EUROPEAN TRUCK RACING CHAMPIONSHIP

Around 380,000 visitors flock to Europe's race tracks every year, making truck racing one of the most popular motorsport series in Europe. The Truck Grand Prix is the biggest event in the series, where around 18 race trucks compete for victory and crucial points in the European championship classification, the Goodyear FIA ETRC.

Prominent German drivers include six-time European Truck Racing Champion Jochen Hahn from the Black Forest and local hero Sascha Lenz, who lives just a few kilometres away from the Nürburgring. Lenz is always supported by a large fan base every year, ensuring a great atmosphere in the grandstands.

The 5-ton racing giants boast around 1,200 hp and accelerate to 160 km/h in 6-7 seconds.



Awarded with the FIA Three-Star
Environmental Accreditation



United Nations
Climate Change

Offizieller Unterzeichner der UN
Sports for Climate Action und Race to Zero



Sustainability

The sustainability efforts of the Goodyear FIA ETRC have been assessed in an independent Sustainable Championships Index and ranked 13th overall out of 105 globally recognised motorsport championships.

The Goodyear FIA ETRC is committed to the Paris Agreement to reach Net-Zero Emission by 2038 at the latest, and to serving as a leading platform for sustainable technologies in the road haulage industry



100% RENEWABLE
HVO BIO-DIESEL

The first-ever motorsport series to switch to a 100% sustainable fuel in 2021, reducing carbon emissions by up to 90%



ELECTRIC

Technical regulations allow all-electric and hybrid race trucks from 2023.

The world's first all-electric Iveco race truck is launched



BIO-LNG

Bio-LNG-powered Iveco S-Way NP Pace Truck reduces nitrogen dioxide, soot emissions, and carbon dioxide



HYDROGEN

Taking the lead on the topic of hydrogen in motorsport together with the FIA



New Goodyear tyres with increased durability reduce the number of tyres used throughout the season

Casings from used racing tyres are recycled for on-road retreading, further reducing the use of natural resources, waste accumulation and energy



The Transformation Technology Race Hub highlights the development and application of innovative, sustainable technologies in truck racing by championship partners



Highlighting and addressing the socio-economic issue of the truck driver shortage across Europe through the #onetruckfamily campaign since 2019



Any unavoidable emissions are offset through investments in UN certified projects

SHOWCASING THE FUTURE

In order to adapt the truck racing platform for future developments and to be prepared for changes and challenges in the commercial vehicle and logistics industry, a new strategic direction has been implemented.

In addition to the core topics of safety and the shortage of professional truck drivers, the exhibitor area is increasingly focusing on the challenges of the mobility transition. As a result, sustainability has become a central focus of activities.

Industry professionals will be on hand to answer any questions visitors may have.



COOPERATION WITH THE BIRKENFELD ENVIRONMENTAL CAMPUS

Since 2022, the Environmental Campus Birkenfeld has been collaborating with ADAC Mittelrhein to provide guidance on the sustainable design of its events.

The sustainability project with the Environmental Campus Birkenfeld was launched in June 2022 with the ADAC Mittelrhein Rally, which served as a baseline assessment. Building on this, an interdisciplinary team of experts from the campus, based at Trier University of Applied Sciences, developed a comprehensive roadmap. This roadmap includes various measures aimed at making our events more sustainable by 2024.

The identified areas for action are diverse, covering material procurement, resource usage, energy consumption, waste management, mobility behaviour and accessibility.

The evaluation of sustainability will be aligned with the 17 Sustainable Development Goals (SDGs) of the United Nations and other pre-defined benchmarks. The guiding principle of this widely accepted agenda is to ensure a dignified life worldwide while preserving the planet's natural resources for future generations.



TRUCK SYMPOSIUM

Since 2006, TÜV Rheinland and ADAC Mittelrhein e.V. have jointly hosted the Truck Symposium. This well established conference primarily targets freight forwarders and transport companies, as well as associations, authorities and policymaker.

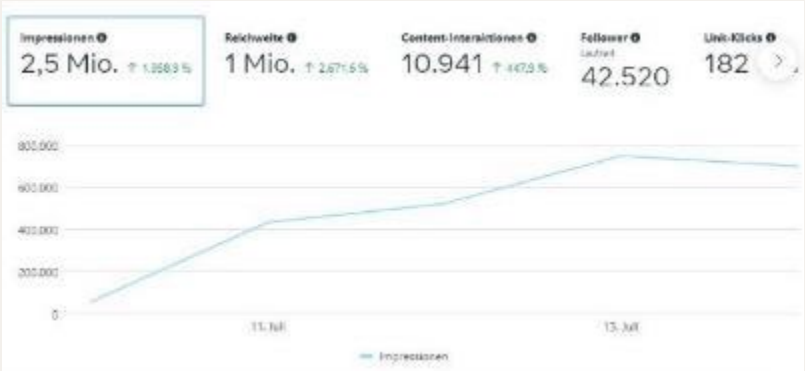


JOB EXPO

At the JOB EXPO, organised by ADAC Mittelrhein e.V. and SVG Rheinland, aspiring professional drivers and those interested in careers in logistics are connected with industry companies from our region.

The JOB EXPO provides the perfect platform for personal interaction with interested parties and an authentic presentation of your own company and the industry. There is a direct exchange with visitors, providing the opportunity to answer their questions directly.

MEDIA DATA



LIVE STREAM

98K

TGP

150K

Goodyear FIA ETRC

209K

Goodyear FIA ETRC & TGP



FACEBOOK

2.5M

Impressions

+369

likes

42.497

Total followers (as of 02.08.24)



INSTAGRAM

72K

Reach

+966

Follower

5.455

Total followers (as of 02.08.24)



YOUTUBE

61,8K

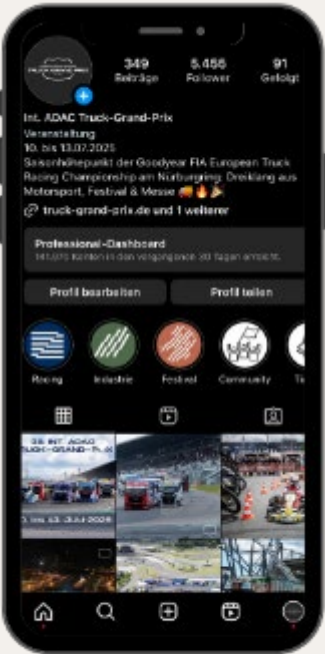
Views

+424

Follower

1.270

Total followers (as of 02.08.24)



EXHIBITION EQUIPMENT



With a stand at the Int. ADAC Truck Grand Prix, you are not only at the heart of the action, but also in the spotlight. Positioned in the Industrial Park, your stand ensures visibility as it's the one place all visitors are guaranteed to pass through at least once.

All prices are subject to statutory VAT. As of November 2024, subject to change.

EXHIBITION STAND

Basic rent for stand space

PRICE: 88,00 EUR (per sqm)

- Exhibitor tickets
- Drive-through tickets weekend
- Drive-through tickets during set up
- Weekend parking tickets

LIST OF EXHIBITORS

- Mandatory entry in the exhibitor directory and other mass media.
- Subject to a fee for all exhibitors.

PRICE: 300,00 EUR (per exhibitor)

PRICE: 175,00 EUR (per co-exhibitor)

ADMISSION TICKETS

Involve your guests.

- Classic weekend tickets **PRICE: 42,86 EUR** (plus handling fee 0,84 EUR)
- Premium weekend tickets **PRICE: 70.59 EUR** (plus handling fee 0.84 EUR)
- Mercedes-Benz weekend tickets **PRICE: EUR 83.20** (plus handling fee EUR 0.84)

OPTIONAL EXHIBITOR UPGRADES

The prices listed below only apply in conjunction with the booking of an exhibition space. All upgrades can also be booked independently. Please do not hesitate to contact us.

BRANDING

- Event Sponsor
- Race track
- Miscellaneous

For details see appendix



EVENT AREA

- Sponsor Area
- Stage Time
- Activation/demonstration area
- Most beautiful truck

For details see appendix



NAMING

- Corso sponsoring
- Go&Stop competition
- Festival stage

For details see appendix



ACTIVATION

- Promoters
- Goodie bag campaign

For details see appendix



TV PRESENCE

- Commercials
- Editorial contribution
- Presenter Fan-TV

For details see appendix

ANNEX

- BRANDING
- EVENT AREA
 - MOST BEAUTIFUL TRUCK
- NAMING
- ACTIVATION
- TV PRESENCE
- EXAMPLE PACKAGES



OPTIONAL EXHIBITOR UPGRADES

The prices listed below only apply in conjunction with the booking of an exhibition space. All upgrades can also be booked independently. Please do not hesitate to contact us.

BRANDING

EVENT SPONSOR

Focus: Visitors on site & advertising target group (before & after the event)

Only **1 of 5 premium advertising partner packages** bookable

Excellent visibility through your logo presence in **all event-related print and online media** (e.g. tickets, website, posters, advertisements, online store, etc.)

PRICE: 15.000,00 EUR

RACE TRACK

Focus: Fan TV, live stream & TV world feed

Prominent sector advertising with excellent **TV presence via fan TV and global world feed**

Special **emphasis** through **only one sponsor per sector**. Large-scale **perimeter advertising of up to 2 x 24 meters. Best visibility guaranteed.**

Premium perimeter advertising (plus production costs and installation)

PRICE: from EUR 12,800.00

OTHER

Focus: Fan TV, live stream & TV world feed

Logo placement on the back wall of the award ceremony PRICE: 2,500.00 EUR

Sparkling wine sponsorship with logo label PRICE: 2,500.00 EUR

Logo sheaf for grid people PRICE: 4,000.00 EUR

Branding event area on site (beach flags, banners, etc.) PRICE: from 2,000.00 EUR

Further individual options and packages on request.





OPTIONAL EXHIBITOR UPGRADES

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EVENT AREA

SPONSOR AREA

Focus: Visibility over the entire weekend with your own stand or similar.

Special attention through **individual presentation** and visibility. Quick and easy **contact with customers** (B2B and B2C).

Price: on request

STAGE TIME

Focus: Fan TV, live stream, visitors on site

15 minutes full attention on your own product

Price: 1.500,00 EUR

4x at the weekend, 15 minutes each (package)

Price: EUR 3,900.00

Expandable if required

ACTIVATION/DEMONSTRATION AREA

Focus: Fan TV, live stream, visitors on site

Individual and flexible program design, including the option to present **your own show**. **Highly memorable** for visitors due to its **interactive nature**.

Price: on request

MOST BEAUTIFUL TRUCK AWARD

**BECOME THE EXCLUSIVE TITLE SPONSOR OF THE MOST BEAUTIFUL TRUCK AWARD
AND HOST THIS SPECTACULAR COMPETITION**

This unique contest celebrates the passion of the truck scene, honouring the aesthetics and engineering of the trucks. Awards are presented in the categories of History, Show and Working.

The community voting on social media channels also creates a unique connection between fans and professionals.

**Price: from EUR
6,500.00**



OPTIONAL EXHIBITOR UPGRADES

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NAMING

CORSO SPONSORING

Focus: Fan TV, live stream, visitors on site

Two attention-grabbing parades during the race weekend (Saturday & Sunday)

Naming and production of **starting numbers with company logo**

Mention of the parade with **company name in all media, ring radio and fan TV/live stream**

Price: EUR 4,500.00 (per corso)

GO & STOP COMPETITION

Focus: Fan TV, live stream, visitors on site

Naming and sponsoring of the popular **GO & STOP competition**, held on the start/finish straight (Friday and Saturday, following the last race)

Price: EUR 16,500.00

FESTIVAL STAGE POWERED BY:

Focus: Visitors on site

Naming and co-branding of the **Müllenbach-Schleife** festival site

Price: from EUR 20,000.00





OPTIONAL EXHIBITOR UPGRADES

The prices listed below only apply in conjunction with the booking of an exhibition space. All upgrades can also be booked independently. Please do not hesitate to contact us.

ACTIVATION

PROMOTER ADVERTISING

Focus: Visitors on site

For all exhibitors: promoters can be booked for the entire site

e.g. paddock, industrial park, Müllenbachschleife

During the entire weekend (Friday - Sunday)

Price: 1.000,00 EUR

(per promoter; excl. personnel costs)

GOODIE BAG PROMOTION

Focus: Visitors on site

3,000 sponsor bags handed out to visitors at the ADAC promotion truck.

Package 1: Logo print only

Price: EUR 5,000.00

Package 2: Logo on the bag and merchandise in the bag

Price: 2.500,00 EUR

Package 3: Only merchandise items in the bag

Price: 1.000,00 EUR

Four large LED screens will show the all-day fan TV program on site throughout the weekend, which will also be broadcast via live stream for viewers at home.

On site



Live stream



Fan TV

TV Worldfeed

OPTIONAL EXHIBITOR UPGRADES

The prices listed below only apply in conjunction with the booking of an exhibition space. All upgrades can also be booked independently. Please do not hesitate to contact us.

TV PRESENCE

COMMERCIALS

Focus: Fan TV, live stream, visitors on site

24 commercials of up to 20 seconds each

Price: 6.800,00 EUR

12 commercials of up to 20 seconds each

Price: EUR 3,600.00

EDITORIAL CONTRIBUTION

Focus: Fan TV, live stream, visitors on site

Live contribution approx. 3 minutes to promote the company's exhibition space or products

1 contribution with approx. 3 min. length

Price: 2.500,00 EUR

3 contributions with approx. 3 min. length

Price: EUR 5,000.00

PRESENTER PACKAGE FAN-TV

Focus: Fan TV, live stream, visitors on site

Fan TV presenter and naming: company logo as a TV graphic overlay at the top right of the screen and co-branding of the fan TV with prominent visibility on site and in the live stream.

4 editorial contributions & placement of a total of 24 commercials of up to 20 seconds each.

Price: EUR 19,800.00



EXAMPLE PACKAGES

EXAMPLE: EXHIBITOR PACKAGE

Stand space in the industrial park (100sqm)	EUR 88.00 x 100 = EUR 8,800.00
Mandatory entry in the exhibitor directory	300,00 EUR
4 exhibitor tickets	incl.
1 weekend drive-through ticket	incl.
2 drive-through tickets during set up	incl.
2 weekend parking tickets	incl.
30 Classic weekend tickets (incl. handling fee 0,84 EUR)	43.70 EUR x 30 = 1,311.00 EUR

PRICE Total: EUR 10,411.00

All prices are subject to statutory VAT. As of October 2024, subject to change

EXAMPLE: UPGRADE - PREMIUM PARTNER

EVENT SPONSOR

- Only 1 of 5 premium advertising partner packages bookable
- Excellent visibility through your logo presence in all event-related print and online media (e.g. tickets, website, posters, advertisements, online store, etc.)

EUR 15,000.00

PRESENTER PACKAGE FAN TV

- Fan TV presenter and naming: company logo as TV graphic overlay in the top right-hand corner of the screen and co-branding of the fan TV with prominent visibility on site and in the live stream.
- 4 editorial contributions & placement of a total of 24 commercials of up to 20 seconds each

EUR 19,800.00

Logo placement on the back wall of the award ceremony incl. sparkling wine sponsorship

EUR 3,450.00

30 Classic weekend tickets
(incl. handling fee 0,84 EUR)

43.70 EUR x 30 = 1,311.00 EUR

PRICE Total: EUR 39,561.00

All prices are subject to statutory VAT. As of October 2024, subject to change

YOUR CONTACT PERSONS

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