



DTM

### Exide Technologies will once again be the official partner of BMW Motorsport in 2013 – Joey Hand drives the Exide branded BMW M3 DTM.

Munich (DE), 4<sup>th</sup> April 2013. Bursting with energy for the second joint DTM collaboration: BMW Motorsport and Exide Technologies will continue their partnership for 2013 and beyond. As in the previous season, Joey Hand (US) will sit behind the wheel of the BMW M3 DTM in the colours of the official partner, Exide.

“Energy is self-evidently a key topic in motorsport”, said BMW Motorsport Director Jens Marquardt. “What could be better than to have an official partner who is such an expert in matters of generating and storing energy as Exide Technologies is? We worked together fantastically well in our first season in 2012, so we are very excited to be continuing our partnership over the coming years.”

Michael Ostermann, President of Exide Technologies Europe, added: “The partnership with BMW Motorsport already proved to be very successful for us in the comeback season 2012. Our involvement in the DTM series has reinforced the brand image of Exide Technologies in Germany and Europe as one of the leading Premium battery and energy storage suppliers worldwide. We are therefore excited about continuing this partnership with BMW and Joey Hand in 2013 and beyond. We are convinced Joey will have a very successful 2013 season after his debut in the DTM last year.”

Driving in his first DTM season for BMW team RMG, Hand finished in the points twice and managed to be the only BMW driver to be classified as a finisher in every race. Thanks to the experience gained in 2012, the American, who is also driving for BMW Team RLL in the American Le Mans Series (ALMS), is in a strong position to continue improving in 2013.

“The 2012 DTM season was incredibly exciting for me, but very challenging as well”, said Hand. “As I didn’t know any of the racetracks, I had a slight handicap every race weekend. This will be different in 2013, so I reckon with my new team, BMW team RBM, I will be able to get the most out of our complete package right from the very start.”

**Exide Technologies**, with operations in more than 80 countries, is one of the world's largest producers and recyclers of lead-acid batteries. Its global business groups provide a comprehensive range of stored electrical energy products and services for industrial and transportation applications. Transportation markets

#### Media Contact.

Jörg Kottmeier  
+49 170 566 6112  
joerg.kottmeier@bmw.de

Ingo Lehbrink  
+49 176 203 40224  
ingo.lehbrink@bmw.de

Media Website  
press.bmwgroup-sport.com



BMW Bank

BMW M PERFORMANCE  
ZUBEHÖR



CROWNE PLAZA  
HOTELS & RESORTS

Deutsche Post

ice  
watch

SAMSUNG



ALLGEIER

BALDESSARINI

BMW Driving  
Experience



SACHS

SONAX

zoller

# Motorsport



include original-equipment and aftermarket automotive, heavy-duty truck, agricultural and marine applications, and new technologies for hybrid vehicles and automotive applications. Industrial markets – **GNB Industrial Power** - include network power applications such as telecommunications systems, electric utilities, railroads, renewables and uninterruptible power supply (UPS), and motive power applications including forklift trucks, mining and other commercial vehicles.

#### Media Contact.

Jörg Kottmeier  
+49 170 566 6112  
joerg.kottmeier@bmw.de

Ingo Lehbrink  
+49 176 203 40224  
ingo.lehbrink@bmw.de

Media Website  
press.bmwgroup-sport.com



**BMW Bank**

BMW M PERFORMANCE  
ZUBEHÖR



CROWNE PLAZA  
HOTELS & RESORTS

Deutsche Post

ice  
watch

**SAMSUNG**



ALLGEIER

BALDESSARINI

BMW Driving  
Experience



SONAX

zoller

# Motorsport