



DTM

Red Bull is partner of BMW Motorsport – António Félix da Costa to race in the Red Bull BMW M4 DTM in 2014.

Munich (DE), 16th January 2014. BMW Motorsport goes into the coming DTM season with a new partner on board. When the new BMW M4 DTM driven by António Félix da Costa (PT) appears on the starting grid for the opening race in Hockenheim (DE) on 4th May, it will do so in a Red Bull livery. Félix da Costa has been part of the Red Bull Junior Team since 2012 and will race alongside Timo Glock (DE) for BMW Team MTEK in the DTM.

“It is not only the fact that Red Bull has won four Formula One World Championships in a row that make it such a big name in motorsport, and thus a very attractive Premium Partner for us,” said BMW Motorsport Director Jens Marquardt. “Like Red Bull, we have the opportunity to ensure that António continues to develop quickly and to make him an even better racing driver. I think we will all have a lot of fun following his development in the DTM. We are really looking forward to working closely with Red Bull.”

Twenty two-year-old Félix da Costa arrives in the DTM with a wealth of experience gained in single-seater racing. He progressed to the Red Bull Junior programme in 2012 via the Formula 3 Euro Series and GP3 Championship. In 2013 he finished third overall in the Formula Renault 3.5 Series and completed a number of Formula One tests for Red Bull Racing.

“I am very pleased to keep the Red Bull colours for this year, and am delighted to be able to count on its continued support in the DTM,” said Félix da Costa. “Red Bull has enjoyed the greatest possible success in motorsport in recent years and I really feel part of this family. Representing BMW Motorsport and Red Bull is something special, and I could not wish for a better combination.”

About Red Bull:

Inspired by functional drinks from the Far East, Dietrich Mateschitz founded Red Bull in the mid 1980s. He created the formula of Red Bull Energy Drink and developed the unique marketing concept of Red Bull. In 1987, on 1st April, Red Bull Energy Drink was sold for the very first time in its home market Austria. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category. Today Red Bull is available in more than 165 countries and more than 35 billion cans of Red Bull have been consumed so far.

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