

Portrait



Maurer Motorsport

Situated in the middle of Switzerland in Kölliken of Kanton Aargau, is the headquarters of company Maurer Motorsport AG.

The Swiss enterprise specialises in two areas – the building and sales of exclusive motor homes, on one hand, and vehicle-tunings such as development, construction, set-up and implementation of racing cars on the other.



No Stranger to Motorsports

The racing team is no blank sheet to international touring car sports. By the end of the 90s, the team had made a name for team-manager Beat Maurer through the successful use of Volvo touring cars in the German Touring Car Challenge (Deutsche Tourenwagen Challenge, DTC) – the forerunner of today's ADAC-Procar series.

Full-service in all Areas

Maurer Motorsport offers an all-round service to interested producers, importers, teams and drivers; in addition to engineering and development of whole vehicles and their components, revisions and the use of racing and prototype cars are the innovative company's main focus of activity. State-of-the-art infrastructure with a company-own mechanics warehouse and development section ease success in all projects ventured. Producing complete tuning-kits for the MG ZR, in partnership with the Emil Frey Group, is only one example of successful co-operation with an innovative car manufacturer within the field of racing sports and road-tuning.



Celebrating a Successful Come-back for 2005

Towards the end of summer 2004, Maurer Motorsport took the decision to return to touring car sports using two MG ZS. This way two MGs prepared by the Swiss team were used as trial-runs in the last season of the German Production Car Championship (Deutsche Produktionswagen-Meisterschaft, DPM) of 2004. The remarkable result was a double-win with British driver Anthony Reid and Mathias Schläppi of Switzerland. The victory spoke for itself and delivered just a small taste of the extremely successful season to come in 2005.

In the 15 season-runs of 2005 Maurer Motorsport celebrated 12 triumphs and both pilots Mathias Schläppi and Rainer Bastuck were able to proudly step on the podium a total of 19 times. This followed its logical path when Schläppi earned the champion title and Maurer Motorsport won in team valuation.



Confirming Success in 2006

Despite a change of manufacturer from MG to Chevrolet, the successor to DPM, ADAC Procar, supported the Maurer team in every way:

Belgium's new entrant, Vincent Radermecker, won eight out of the total 15 season runs, thus securing himself the sovereign title. In addition, together with his team-mate, Rainer Bastuck, they achieved 21 podium positions. So maurer motorsports was able to successfully defend the title for the team-valuation.



Further Success for 2007

The 2007 season started off challenged by the young Spaniard Maria de Villota. Although the participation in the ADAC Procar series presented Villota's first run in a 'real' touring car, she achieved third place in this very competitive championship, first-handed. Within the first year, Villota and Maurer were able to already achieve first victories and a total of nine podium positions. This success was facilitated through the constant development and perfect interplay between drivers and team and highlights the team's very impressive possibilities.



Year of development 2008

In 2008 maurer motorsport got the development contract for the Chevrolet CR8. This marked an important „milestone“ as maurer was the first team which developed this car from the ground up to the rules of „Italian Superstars“ championship. All engineering and building, including prototyping of all parts, was done in house.

The first victory of this Chevrolet CR8 in the 2009 Kyalami race showed in an impressive way the capabilities of the Swiss racing team.



Consolidation 2009

Running a Chevrolet Lacetti WTCC for the Russian Andrei Romanov in the 2009 ADAC Procar, maurer confirmed the successful engineering work which was done in the past. Several victories – for example on the “Nürburgring Nordschleife” or on the „Hockenheimring” resulted from the consequent and competent development work done.



ADAC Procar Series

Creme de la Creme of Touring Car Sports

Spectacular races are the trademark of all touring car events adhering to Super-2000 Regulations. Be it at the touring car world championships (WTCC) or the various national championships (Germany, Denmark, Finland, Italy, Russia, Sweden), fighting is done everywhere with no holds barred. Because of sophisticated technical regulations, the two-litre production car holds a rough 280 hp. Driving art and tact lie in the foreground – to the great joy of fans who experience well-worth seeing door-handle duels of spectacular two-man fights coupled with scintillating and balanced touring car sports.

The idea is simple but convincing: ADAC Procar is a platform for drivers and teams, who wish to put themselves on the forefront of competition in sprinting races. The basis is a production car similar in series-type and therefore also reasonable in price. Technical regulations allow the most diverse cars to start in the same race. As a consequence, ADAC Procar vehicles are just as admirable as the two-litre production cars holding Group-N specification.

Beside this, touring cars with 1600 ccm join the start with the same valuation as race touring cars using alternative concepts (for example diesel or hybrid cars).

“A broad pallet of touring cars one as spectacular as the other of similar series-type in exciting races” states Procar organisator Hans Niemann, “as every production car fits in with the regulations”.



The Race

The same way as in the world championships, drivers complete two sprint races each weekend in the ADAC Procar. These cover a period of around 20 to 25 minutes and are only interrupted through short mechanical repair breaks. Pilots must drive in full-charge right from the start and to increase excitement best-placed cars are placed into the next racing weekend with handicap-weights.



The Divisions

The ADAC Procar is separated into three categories: Division 1 equals the red-carpet and is reserved solely for two-litre touring cars; only cars with a maximum of 1600 ccm are used in Division 2 and Division 3 being exclusively reserved for diesel-run cars.

From Series Car to ADAC Procar

The ethics of ADAC Procar is to keep away highly-evolved and cost-intensive touring cars. The cars above all remain close in series-type. There are however various regulations which must be adhered in order to be placed into the start of a ADAC Procar race. Manufacturers must produce more than 2500 cars of at least four doors over a 12-month consecutive period.

Setting Targets

Maurer Motorsport's company-philosophy is orientated around successful wins. Every project carried out is therefore undertaken with continued professional expertise from planning over financing through to usage.



Possibilities within a Partnership

Branding

Sponsoring is in line with the company aims and target groups, implementing the use of brands for people (racing wear, helmet, etc.) as well as materials (racing car, team-hospitality).



Advertising Rights

All-round rights are available for advertising with the team and its pilots, in particular for names, photographs, victories, statements (testimonials).

Personal Appearances

Team-member and pilot appearances at client events, press conferences, autograph sessions, racing car display, taxi drives across the race course (company product cost), paddock access / management of company members.

Client Events

Visitations are carried out for racing visitors with access to the driver store, catering, personal assistance, tickets to the tribune. Implementation of driving training with taxi-rides in the team race cars as well as own drives behind the leading car, various driving exercises and free drives, catering and personal assistance. Implementation of exhibition appearances, displaying the racing car and autograph sessions / live interviews with team-members and pilots.

Tuning

Production of tuning packages for the marketing network (creation, manufacture and even tuning package sales).

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