**Joining forces in 2018: MEYLE and DRIFT UNITED**

**Hamburg, 16 May 2018. The DRIFT UNITED racing series will be kicking off a new season on the upcoming weekend. As a new main sponsor, the Hamburg-based spare parts manufacturer Meyle will be supporting racing events in the drift segment this year, beginning with the first race. Established in 2011, DRIFT UNITED offers visitors spectacular events with amazing drift courses and thrilling races.**

In addition to sponsorship, the season will also be focusing on the continuous exchange and sharing of expertise between the MEYLE engineers and the DRIFT UNITED participants. By analysing the performance of the automotive parts in extreme conditions, the Hamburg-based manufacturer can also acquire valuable knowledge for further development of products. After all, the vehicles and parts need to deliver top drifting performance: unlike driving on conventional bends, drifting requires top performance from all the suspension parts, whilst the automotive parts need to be able to withstand excessive strain.

‘We’re proud of the fact that we were able to win over MEYLE as a main sponsor, a partner that shares our passion for cars and motor racing and has the know-how as a manufacturer to effectively support us when it comes to technical issues,’ says Alexander Fürstenberg, Managing Director of DRIFT UNITED. ‘We’re looking forward to working together!’

With DRIFT UNITED, MEYLE is expanding its sponsorship activities to include another project in racing and motor sport: MEYLE also recently began sponsoring the Lebanese rally driver Eddy Abou Karam and is supporting his participation in the rally through Lebanon. MEYLE has also been involved as a technical collaboration partner for the Tankpool24 racing team in truck racing for several years and supports the team and drivers with MEYLE parts and engineering expertise.

You can find further information about the races of the DRIFT UNITED racing series on MEYLE’s [Facebook](https://www.facebook.com/meyle.parts/) and [Instagram](https://www.instagram.com/meyle_parts/) pages.

Download our press releases and press pictures from [www.meyle.com](http://www.meyle.com/) or order in electronic file format.

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**About the company**

Under its MEYLE brand, MEYLE AG manufactures and markets a wide range of premium-grade passenger car, van and commercial vehicle spare parts for the independent aftermarket. The MEYLE brand's product lines are **MEYLE-ORIGINAL, MEYLE-PD and MEYLE-HD.**

**Catering for virtually every popular vehicle application the wide range of product supplied by Hamburg-based manufacturer MEYLE features the following products:**

* **MEYLE-ORIGINAL: True to OE. – This product line includes around 21,000 top-class parts.**
* **MEYLE-PD: Advanced design and technology. –** This product line features around 2,000 technically refined brake discs and pads distinguished by their enhanced braking performance and cutting-edge coating technology.
* **MEYLE-HD: Better than OE. – Devised by the company's in-house engineers, the MEYLE-HD line features around 1,000 products to cater for thousands of different vehicle models.** Designed to provide **exceptional strength and long service life** MEYLE-HD parts offer **enhanced performance over original-equipment designs**. Unrivalled in quality and durability technically-refined MEYLE-HD parts come with a four-year guarantee.

MEYLE AG is headquartered in Hamburg, Germany and operates in 120 countries supported by its state-of-the-art logistics centre in Hamburg, Germany, and a worldwide network of local offices and production sites. MEYLE AG is a company of Wulf Gaertner Autoparts AG, celebrating its 60th anniversary in 2018. Since its founding in 1958 as Wulf Gaertner GmbH, the family-owned company attaches importance to acting responsibly towards employees, customers and business partners and to establishing long-term customer relationships.