# Reliable partners: MEYLE and T3 Motorsport to strengthen their partnership and start a new sim racing series

**Hamburg, 19 May 2020. Many areas of public life are currently facing significant uncertainty, including economics and sports. As reliable partners are essential in challenging times like these, support and partnership are more valuable than ever: Hamburg-based manufacturer MEYLE and the T3 Motorsport racing team from Dresden (Germany) are continuing their partnership.** **To ensure that fans of motorsports can join their favorite sport, the two partners have also launched the virtual MEYLE Sprint Cup.**

Although it is not yet possible to physically participate in motorsport, MEYLE will continue in supporting the T3 Motorsport team as a technical cooperation partner. MEYLE engineers will continue to combine product development with their passion for motor sports, always focusing on the transfer of technical know-how. “Especially in times like these, it’s important to work together and underline the strength of our partnership,” says Stefan Bachmann, Team Leader of the MEYLE Brake and Drivetrain Product Area.

**Partnership on all levels**A particular strength, that defines the partnership between T3 Motorsport and MEYLE, is promoting young talent. At MEYLE, training and professional development have always played a central role, both for the company employees as well as for customers and workshops. “We are glad to have found a partner like T3 that brings the same enthusiasm and philosophy like MEYLE to support young talents,” explains André Lang-Herfurth, Head of Marketing and Communication at MEYLE. Young T3 drivers like Max Paul benefit from the technical expertise of the MEYLE engineers. In addition to the analysis of countless data sets, the MEYLE experts are also available for personal consultation following individual racing sessions.

**Sim racing series: MEYLE Sprint Cup**Partnerships and enthusiasm for motor sports look different during the times of the coronavirus. As ‘real’ racing is not possible at the moment, the two partners have now launched the MEYLE Sprint Cup, a sim racing series that allows motor sport fans testing themselves on five tracks as part of virtual races. These races are broadcasted live via YouTube and Twitch, among other platforms. There is a total of 40 starting spots available for the MEYLE Sprint Cup, which will be allocated as part of qualifying. To participate in the Cup, a nominal fee of 20 euros is required, following successful qualification. A 500-euro MEYLE voucher as well as other cash prizes await the winners. For registration:
<https://acc.t3-esports.com/t3_gt_meyle_cup_2020.html>

Jens Feucht, Managing Director of T3 Motorsport GmbH, is excited about this unique opportunity: “Sim racing has become a permanent feature in the world of motor sports. Our drivers have already been training with racing simulation as the data are extremely realistic. Even in virtual racing, the team has to work together and use tactics just like in the real-world sport. The MEYLE Sprint Cup combines virtual and real motor sports.”

**A long tradition of motor sport enthusiasm**The connection of MEYLE with motor sports has a long-standing tradition. The company’s founder Wulf Gaertner was a passionate racing driver himself: In 1958 he laid the foundation for an export business through the import of high-quality spare parts for his racing car from Germany. This is just another reason why racing and the partnership with T3 Motorsport will remain an important aspect of the company’s dedication.

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**About the company
Better parts and solutions for the independent aftermarket – reliable as a friend.**

MEYLE AG engineers, manufactures and markets premium-quality replacement parts for the independent automotive aftermarket. With its three product lines – MEYLE-ORIGINAL, MEYLE-PD and MEYLE-HD – the company offers precise solutions and parts for competent mechanics, ambitious rally drivers to classic car enthusiasts and every driver around the world who needs to rely on their car. MEYLE offers its customers more than 24,000 reliable and durable spare parts, manufactured in its own factories and at selected production partners.

**Catering for virtually every popular vehicle application the wide range of product supplied by 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 more than 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.

The company and its network of associated companies employ approx. 1,000 people at locations around the globe, of which 500 work at the company's headquarters in Hamburg, Germany. MEYLE works with partners, customers and workshops in 120 countries to ensure that drivers can rely on better parts and solutions – that’s how the company helps workshops to be DRIVER’S BEST FRIEND.