

## ICONIC MOTORSPORT BRAND BLAUPUNKT CELEBRATES CENTENARY ON-TRACK WITH MCLAREN AUTOMOTIVE AND UNITED AUTOSPORTS



In 2024, <u>Blaupunkt</u> – the renowned German electronics manufacturer and car audio specialist - is celebrating 100 years in business. To mark the occasion, the blue dot brand is making a motorsport comeback, partnering with <u>McLaren Automotive</u> and <u>United Autosports</u> in the 2024 FIA World Endurance Championship.

Blaupunkt is synonymous with endurance racing, with rich motorsport heritage in the 1980s and 1990s. The instantly recognisable blue and white livery raced successfully around the world, with highlights including victory at the 24 Hours of Daytona and a podium at the 24 Hours of Le Mans. Indeed, Zak Brown - United Autosports team co-owner - has a 1981 Blaupunkt Porsche 962 [image below] in his personal collection of iconic, historic cars which is cared for at United Autosports headquarters.





"The Blaupunkt car I own, I watched race when I was growing up," says Zak Brown, United Autosports co-owner. "It won five races in period with Price Cobb, James Weaver and Rob Dyson and it raced between 1986 and '88. I loved IMSA, America's national sports car racing series, and I still love IMSA. The 962 is a gorgeous-looking race car, especially in that Blaupunkt livery."<sup>1</sup>

Fast forward to 2024 and Blaupunkt is back on track in honour of its centenary – this time on the papaya and black McLaren LMGT3 EVOs. This strategic partnership with British manufacturer McLaren and 24 Hours of Le Mans race winners United Autosports will showcase Blaupunkt's heritage of excellence as well as its commitment to modernising everyday experiences through cutting-edge products.

"It's exciting to announce the partnership with Blaupunkt," says Richard Dean, United Autosports CEO. "It's a really cool brand that produces premium products and has a big history on track. There have been so many successful Blaupunkt race cars ... I instantly

<sup>&</sup>lt;sup>1</sup> <u>https://www.autocar.co.uk/car-news/motorsport/my-life-12-cars-mclaren-racing-boss-zak-brown</u>



associate it with the top end of racing – which makes our FIA World Endurance Championship programme with McLaren Automotive the perfect partnership."

Prominent branding has been unveiled on the doors of the #59 and #95 McLarens which are racing around the world in the newly extended eight round WEC calendar, from Fuji to Sao Paolo, Bahrain and beyond ... including, of course, the jewel in the crown, the 24 Hours of Le Mans.



"I am thrilled to announce that Blaupunkt has been chosen as a partner to United Autosports and McLaren in the FIA WEC championship. This partnership brings together three powerhouses in the automotive industry, promising an exhilarating season ahead. Blaupunkt's reputation for innovative technology perfectly complements United Autosports and McLaren's commitment to excellence on the racetrack." Says Frank Goergen, Board Member Talisman Brands Luxembourg Sarl/Blaupunkt.



This summer, the 24 Hours of Le Mans will be particularly poignant for McLaren and Blaupunkt – brands aligned by a commitment to precision, performance and innovation – as they make their landmark returns to Circuit de la Sarthe, each with the aim of recreating their historic successes in the toughest test of man and machine.

The following round of the FIA World Endurance Championship - the 6 hours of Sao Paulo - will take place on July 14th in Brazil , followed by round four in the USA on September 1st, the 6 Hours of Fuji in Japan on September 15 and the eight-hour finale in Bahrain on November 2nd.

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## About Blaupunkt

Founded in 1924, Blaupunkt stands as a testament to German engineering, symbolizing an enduring commitment to quality and reliability. Today, the blue dot represents a global badge of excellence. With its origins in electronics and automotive innovation, Blaupunkt has evolved from its initial headphone released in 1924 into a versatile leader in consumer electronics, home appliances, e-mobility, and the green sector. Today, Blaupunkt continues to push boundaries, pioneering cutting-edge solutions that enhance lives of families around the world.

Blaupunkt is a global trademark of Established. More information on www.blaupunkt.com

## **About United Autosports**

United Autosports is a World Championship and multi race-winning sports car team and motorsport business, competing in sportscar categories around the world. The Anglo-American team is co-owned by McLaren Racing CEO Zak Brown and former racing driver Richard Dean, with bases in Yorkshire and North Carolina. In 2020, United Autosports became the first team ever to win a triple crown of LMP2 titles in the same year, including victory at the 24 Hours of Le Mans. More information on <u>unitedautosports.com</u>