

IRON LYNX PARTNERS WITH BLAUPUNKT FOR 2025

ICONIC GERMAN BRAND TO SUPPORT 2025 FIA WEC EFFORT



Iron Lynx is proud to announce that Blaupunkt will be joining the team as a partner and sponsor beginning with the 2025 FIA World Endurance Championship season.

The renowned German electronics brand and car audio specialist recently celebrated its 100th anniversary, and will be featured on the team's liveries and visual assets for the 2025 FIA World Endurance Championship, including the 24 Hours of Le Mans.

Sharing common values and a vision focused on performing at the highest level of quality, Blaupunkt and Iron Lynx will be supporting each other in a challenging season, which will mark the return of Mercedes-AMG to the 24 Hours of Le Mans. Blaupunkt also boasts an impressive history at Le Mans, having supported teams at the race during the legendary Group C era.

The 2025 FIA WEC is beginning with the official prologue this weekend, and the #60 and #61 cars, sporting the Blaupunkt livery, will hit the track for the first time today ahead of the first round of 2025, the Qatar 1812KM.

Andrea Piccini - Team Principal & CEO, Iron Lynx: "We are proud to have Blaupunkt in our FIA WEC program. In addition to being a legendary brand, Blaupunkt has a successful history in motorsport and shares many of the values that Iron Lynx represents. It is based on high technology, precision, and research. It is an ideal partner in the roaring world of motorsports."

Frank Goergen – Board Member, Blaupunkt: We are excited to announce Blaupunkt's partnership with Iron Lynx in the FIA WEC Championship. This collaboration unites two leaders in automotive performance, setting the stage for an exhilarating season ahead. Blaupunkt's legacy of precision and reliable technology aligns seamlessly with Iron Lynx's relentless pursuit of excellence on the racetrack.

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



IRON  LYNX



 **BLAUPUNKT**

PR Contact

Marco Cortesi
m.cortesi@ironlynx.it
+39 340 385 2210

Copyright © DC Racing Solutions SA. All rights reserved.