



# PROJEKT 24

From Virtual Precision to Real Performance

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# ABOUT US

From Virtual Precision to Real Performance

Three **successful** sim racers with a clear goal: A **historic milestone** in motorsport

Pioneers of **innovative talent** development in **motorsport**

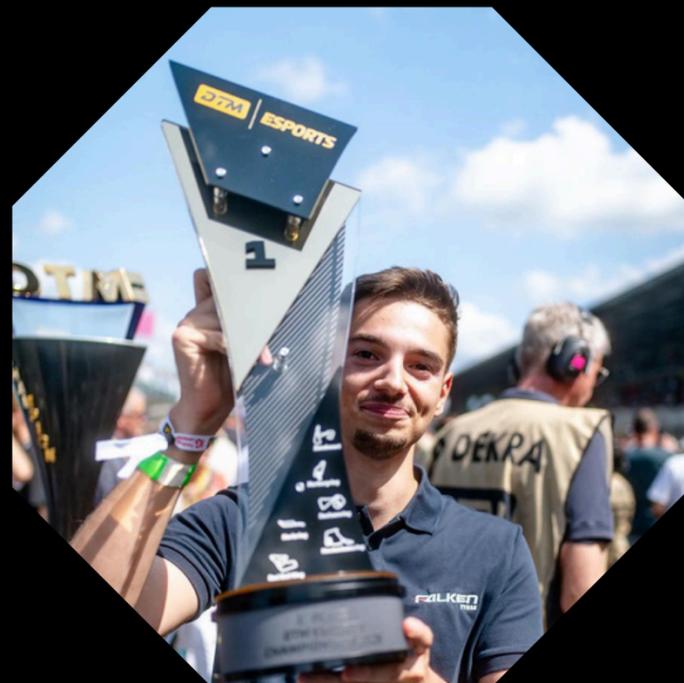
From the **digital ideal line** to the **fastest lap** - without detours



# OUR TEAM

## LUCAS MÜLLER

- Born 14.09.2000 in Heidelberg
- Falken Simracing & Dörr Esports Team Manager & Driver
- Professional esports player since 2019
- ADAC DTM Esports Champion 2025



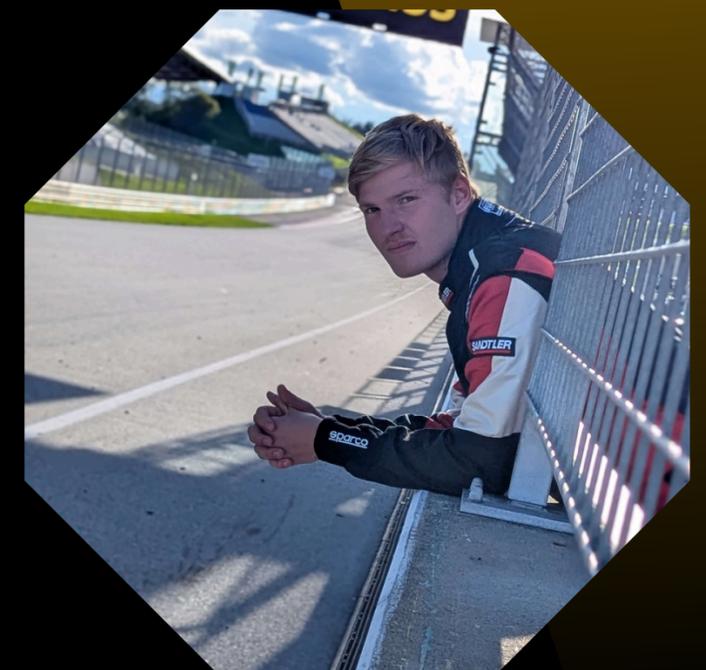
## BENEDIKT HITZ

- Born on November 10, 2001 in Frechen
- Coanda Esports Junior Team Manager & Driver
- DTM AMG Strategy Engineer
- Professional esports player since 2020
- ADAC Simracing Cup 2025 GT4 Champion, DNLS CC SP9 Champion 2025



## JONAS WANNER

- Born on July 23, 2003 in Issum
- Falken Simracing & Dörr Esports Drivers
- Professional esports player since 2021
- 2024 DNLS SP10 3ter Platz, DNLS CC SP10 Champion 2025





# OUR SUCCESSES

- 2026 - Inclusion in the **Racing Prodigy motorsport program**
- 2025 - **DNLS CC SP9 & SP10 CHAMPION**
- 2025 - **GT4 Test with Razoon Racing**
- 2025 - **ADAC DTM Esports CHAMPION**
- 2025 - **ADAC Simracing Cup GT4 CHAMPION**
- 2024 - **DNLS SP10 3rd Place**
- 2023 - **ABB Formula E Esports FINALIST**
- 2023 - **Porsche Endurance Trophy Nürburgring 2023**
- 2023 - **RCN GLP ROOKIE 3rd Place**
- 2023 - Guest start in the **ADAC Touring Car Junior Cup**
- 2023 - **BMW M2 CS Test with Project1**
- 2022 - **DNLS SP9 Race Winner**
- 2022 - **RCN GLP ROOKIE 3rd place**
- 2021 - **DNLS SP9 Team Champion**
- 2021 - **GT World Challenge Esports Rennsieger**
- 2021 - **AvD Cup Champion**
- 2020 - **ABB Formula E Esports 2nd Place**
- 2019 - Qualified for **F1 Esports**



# MISSION NÜRBURGRING

Passion. Precision. **24 hours.**

Double success - **Champions in both worlds**

Making history - **The first of their kind at the Ring**

## PROJEKT 24 LONG-TERM

Planning phase  
2025/2026

RCN 2026

DMSB Permit  
Nordschleife  
Stage B  
2026

NLS 2026/27

24H Race  
Nürburgring 2027

Alternative  
pathways into  
motorsport

# MYTHOS NÜRBURGRING



RCN 2026

## RCN - Nürburgring Circuit Challenge

The most affordable series on the Nordschleife: time trials instead of races → minimized risk of accidents

8 events/year, >100 vehicles  
167 participants at the 2024 season opener  
30+ classes from touring cars to GT



NLS 2026/27

## NLS - Nürburgring Endurance Series

Largest amateur sports series worldwide  
Same environment as the 24-hour race

8–10 races/year (4–6 hours)  
Up to 170 vehicles, from production cars to GT3s  
50th Anniversary Season 2026 (a tradition since 1977)



24H Race  
Nürburgring 2027

## 24h Nürburgring - The Highlight

Famous 24-hour race in the "Green Hell" - a highlight for fans and drivers

Reach:  
240,000 spectators on site, 670,000 on TV, 3 million streams

2.5% market share among 14-59 year olds  
24-hour live TV broadcast (complete)

# UNIQUE. INNOVATIVE. SUCCESSFUL.

## UNIQUE

3 experienced sim racing professionals

Proven performance in the virtual motorsport world

A unique combination of talent, technique, and team spirit

## INNOVATIVE

First systematic transfer from sim racing to motorsport

pioneering project

Opening up a new target group for traditional motorsport

## ADVANTAGES

Favorable entry point

Authentic success story

Long-term partnership

Cost-effective plan

## WHY NOW?

Flexible partnership models  
- also suitable for smaller budgets

Sim racing is booming

Secure media reach

Concrete and measurable planning until 2027

# ADAC MOTORSPORT

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# ADAC

22 million members – enormous reach  
2,000+ races per year in all disciplines

50+ years of experience in motorsport promotion

A springboard into DTM, Formula 1 & international series: Systematic development from kart to professional

Holistic development: Technology, Fitness & Mental

Support from top experts

Proven success at an international level



# SONIC EQUIPMENT

Global specialist for premium hand tools and workshop equipment. Presence in 65+ countries worldwide. Partner of major automotive brands (VW, Audi) and industry leader.

55% discount on all Sonic products via the Project24 team





# SX CONSULTING GROUP

Motorsport agency with exclusive lounge at the Nürburgring

- 170m<sup>2</sup> floor area
- Space for up to 150 people
- Available 365 days a year
- The only double lounge at the Nürburgring
- Events-Highlights: NLS, Rock am Ring, 24H Rennen Nürburgring, DTM
- View of the pit lane and start/finish straight

# KUBINA RACING

**EXPERIENCE SIMRACING - FEEL MOTOR  
ENGINEERING:  
ADRENALINE, PRECISION, EMOTION**

**OWN COMPANY EVENTS:  
INDIVIDUAL & UNFORGETTABLE**

**STRONG MOTORSPORT NETWORK:  
EXCLUSIVE CONTACTS & PARTNERS**



# SOCIAL MEDIA

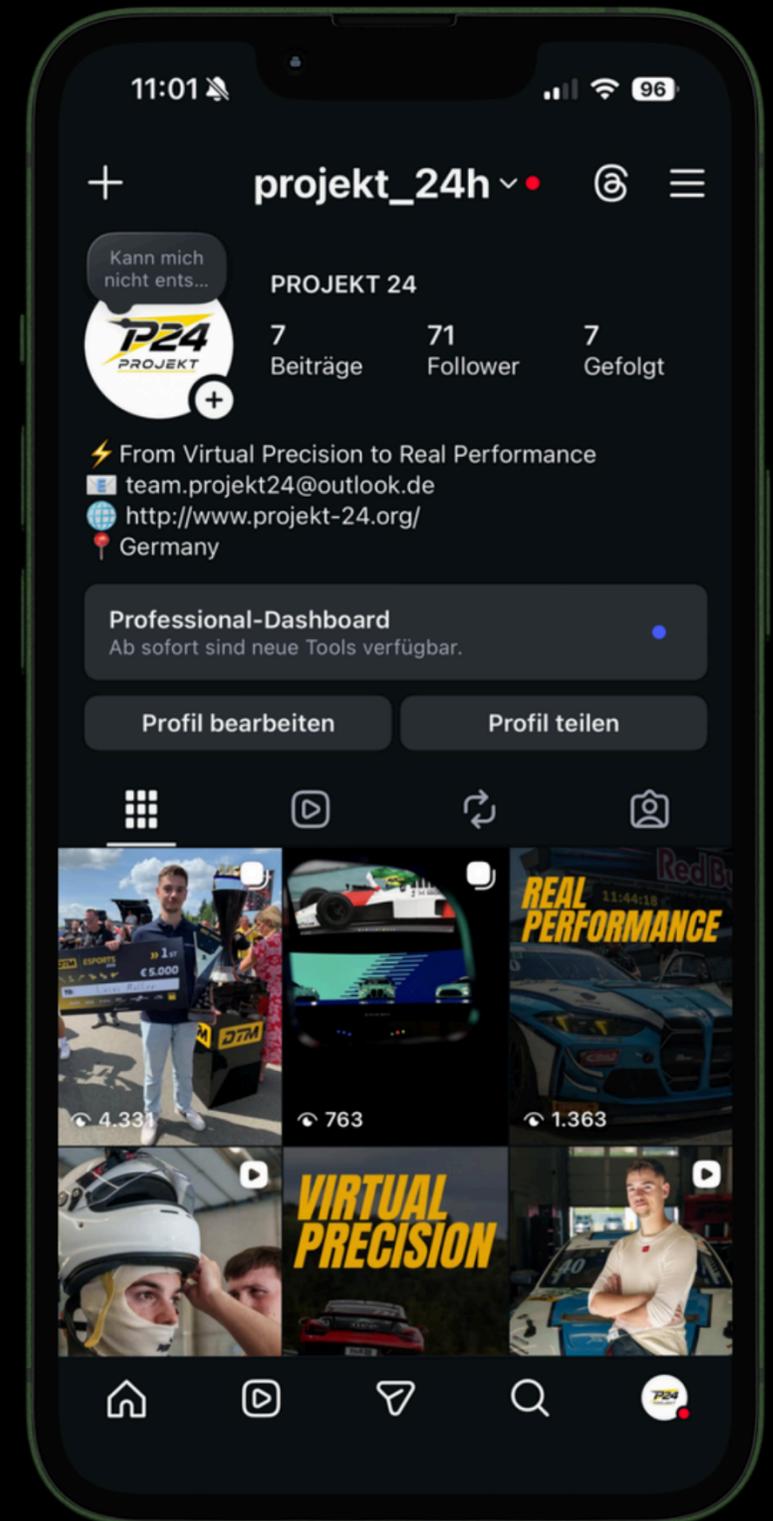
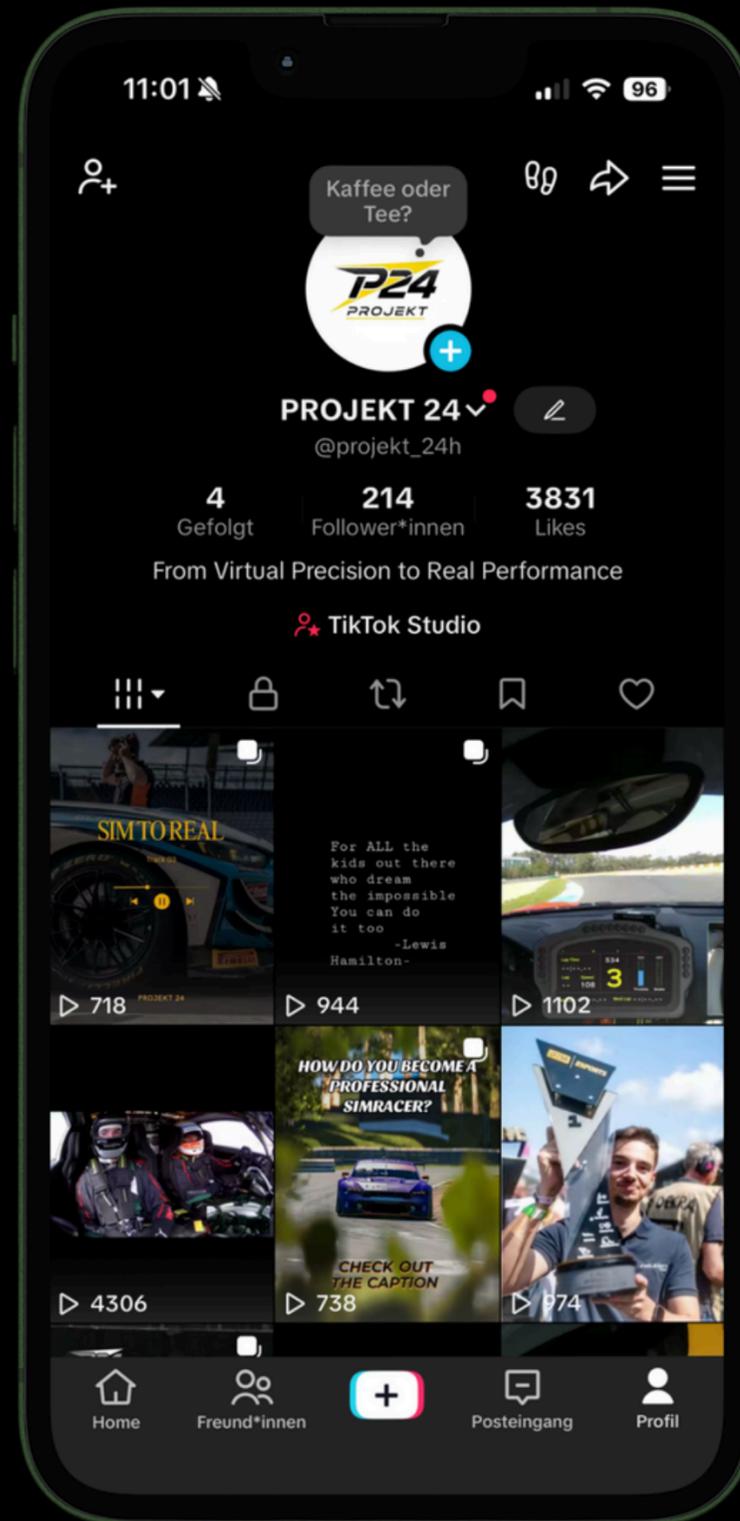
PROJEKT 24

opened channels

September 2025

Impressions after the  
first month at over

50.000



# YOUR CONTACT TO US

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**ADAC**

SONIC

**SX**  
CONSULTING GROUP GMBH

**kubina**  
racing