



## Artega – full speed ahead

Of all the many articles in print media and features on TV and radio, the one the Artega team was most looking forward to was the test report in “sport auto” magazine (7/2010 edition). The magazine is out now, and it certifies outstanding performance values for the Artega GT. In addition to conventional media reports, the Artega team is also pursuing other methods to attract customers, including product placement. This edition of the newsletter focuses on product presentations in June 2010 at the Eifelrennen motor race and the Lake Constance Classic World meet.

**A** rtega is the latest partner of the FHR racing series, which includes the Yokohama FHR Long Distance Cup held on 18-20 June 2010 as part of the ADAC Eifelrennen at the Nürburgring racetrack. This gave Artega the opportunity to introduce the GT as the pace car during the green flag lap on the Nordschleife and the Grand-Prix course. It was an impressive sight when the compact sports car from Delbrück led the pack of some 200 racing cars, all of which rolled past the many spectators with a deafening roar. Following close behind >



The Artega GT looked good as the pace car leading a field of thoroughbred racing cars.



As wide as a Mercedes S-Class and as short as a VW Polo. Not to mention the low center of gravity. The dynamic driving characteristics of the Artega GT are obvious at a glance.

the Artega was a large array of powerful Porsche 911 RSR and BMW M1 automobiles. It was the perfect opportunity to raise awareness

of the Artega, and many fans subsequently took advantage of the chance to learn more about the new sports car in the paddock. <



Ready to go: The Artega GT served as the pace car before a large audience for a number of races.

The Lake Constance Classic World (3-6 June 2010) has established itself as an international fair that covers the entire spectrum of “mobility in action.” On the track next to the exhibition center, the circuits organized by Marlene Brutscher (Jochpass Memorial) featured demonstrations by racing cars of all categories. The audience favorites included “Mister Superbike” Peter Rubatto, who showed spectacular wheelies with his 180-horsepower Bimota on the straight track every time he came around, and the pace car, namely the new Artega GT. Race director “Coco” sprinted around the track in the new German sports car prior to each race. Every day, visitors lifted their eyes to the skies above Friedrichshafen to enjoy the historical air show. On Saturday evening, the parade of classic cars featured 140 historical vehicles rolling through the city’s streets, cheered on by a crowd of 25,000 spectators. Here too, the Artega GT played an important role. An Artega GT driven by organization manager Roland Bosch, alongside a police car, set the pace with a lap around the track before each race. With all the many brands and models present at the Classic World



event, the entire historical vehicle community around Lake Constance pulled out all the stops, with classic cars, boats and airships taking to the streets, waves and skies. Many of the more than 43,000 visitors to the fair were experts who traveled to Friedrichshafen in their own classic cars. A total of 405 exhibitors from ten countries presented an extensive assortment of oldtimers, services and spare parts representing all aspects of the classic vehicle industry. <

Photos: Tobias Aichele, Historic Race Events