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**FOR IMMEDIATE RELEASE**

**Blaupunkt Partners With Iron Lynx for 2025 FIA World Endurance Championship**

Iconic German Brand Expands Motorsport Heritage with Strategic Collaboration

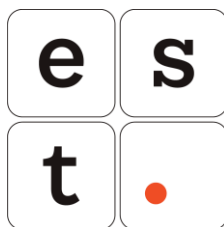
LUXEMBOURG, MARCH 7, 2025 – A name synonymous with precision and engineering excellence, Blaupunkt is proud to announce a partnership with Iron Lynx for the 2025 FIA World Endurance Championship (WEC). This collaboration marks not just a sponsorship, but a continuation of Blaupunkt's longstanding connection to motorsport, building upon its legacy from the legendary Group C era of Le Mans.

As part of this high-profile partnership, Blaupunkt branding will feature prominently on Iron Lynx's #60 and #61 cars, from liveries to trackside visual assets, making its presence felt across the endurance racing world—including the crown jewel event, the 24 Hours of Le Mans.

**A Legacy of Excellence**

For Blaupunkt, this partnership is an opportunity to celebrate its motorsport heritage while looking ahead to new horizons. The company's name has been etched into racing history, and now, with Iron Lynx, Blaupunkt is embracing the next chapter in endurance racing.

This collaboration is a strategic move under Blaupunkt's brand licensing initiative, which extends the company's legacy into dynamic new markets while staying true to its core values of precision, reliability, and innovation. By aligning with Iron



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TALISMAN BRANDS (Luxembourg) S.A.R.L.

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Lynx—one of the most ambitious and technologically driven teams in endurance racing—Blaupunkt reinforces its commitment to performance at the highest level. "Blaupunkt's legacy is built on precision, reliability, and innovation—values that align perfectly with Iron Lynx's relentless drive for excellence on the racetrack," said Frank Goergen, Board Member at Blaupunkt. "We are excited to bring Blaupunkt's heritage and advanced technology into the dynamic world of endurance racing, offering our support to Iron Lynx as they push boundaries and aim for victory."

### **Driving the Future While Honoring the Past**

As the brand owner of Blaupunkt, established.inc is committed to preserving the company's heritage while propelling it into new and innovative territories. This partnership with Iron Lynx exemplifies how a legendary brand can maintain its cultural significance while adapting to modern industries.

The 2025 FIA WEC season is already underway, with the Blaupunkt-liveried Iron Lynx cars making their debut earlier this year at the Qatar 1812KM, showcasing Blaupunkt's continued influence in motorsport.

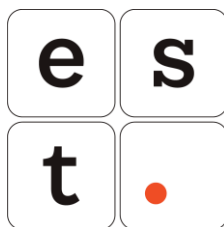
### **About Blaupunkt**

Founded in 1924, Blaupunkt stands as a testament to German engineering excellence, symbolizing an unwavering commitment to quality and reliability. From pioneering automotive audio systems to advancing consumer electronics, home appliances, and e-mobility, the Blaupunkt name remains a global badge of innovation.

Today, Blaupunkt continues to push boundaries, delivering cutting-edge solutions that enhance the lives of families worldwide.

Blaupunkt is a global trademark of established.inc.

More information: [www.blaupunkt.com](http://www.blaupunkt.com)



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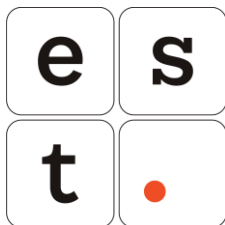
**About established.inc**

established.inc is a premier brand licensing company, connecting heritage brands with leading manufacturers and retailers worldwide. Our portfolio spans 12 globally recognized brands, including RCA, Blaupunkt, Thomson, Nordmende, and Schneider, across consumer electronics, home appliances, smart homes, e-mobility, and green energy.

Ranked #37 among global licensors and #1 in the pure electronics and appliances industry, our 100+ licensees generate over \$1 billion in annual retail turnover. With a strong presence across the USA, Europe, the Middle East, and Asia, our licensing model fuels business growth, product innovation, and retail success.

More information: [www.established.inc](http://www.established.inc)

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