



 **Motorsport**

BMW M2 Cup.







# MOTORSPORT STARS OF THE FUTURE

The BMW M2 Cup is dedicated to **promoting young talent** in motorsport and offers young talents an attractive, professional and affordable platform on which they can prove their driving skills in the DTM environment and, if successful, even automatically move up the ranks. The concept of the cup places absolute emphasis on **equal opportunities** and **transparency**. The central preparation and the allocation of cars before each event, as well as the exchange and insight of all Garmin data analyses, clearly emphasize what this entry-level one-make cup is all about: **driver training and the promotion of individual skills**.

„In three successful years, the BMW M2 Cup from Project 1 has continued to develop. We also learn from the implementation and cooperation with the young drivers from all countries, some of whom come to us directly from karting,” says Christian Göbel (Project Manager cup). With an average age of 18, we have proven that we have **closed the gap**

**from karting to GT sport** in the best possible way. The special feature of the concept is to **promote young talent not only on but also off the track**. The participants’ individual training program includes not only driving skills, but also simulator training, data analysis, sports medicine performance diagnostics, nutrition and dealing with media, for example. The **aim** of preparing young talents for a career in professional motorsport in the best possible way with targeted specialist content has proven itself and become established,” continues Göbel.

**The concept and the training school will also be continued in 2024 with 12 races on 6 DTM weekends and in close coordination with the ADAC.**

**2023**

**18 years**  
average age

**16**  
male drivers

**4**  
female drivers

**10**  
nations

**9**  
different talents  
on the podium



## **LEYTON FOURIE** - Champion BMW M2 Cup 2023

*„I’ve never developed as much as I have this year. I have not only learned how to drive fast, but also how to drive intelligently. The support concept that brought me to Germany from South Africa definitely offers targeted driver training. The entire Project 1 training pyramid on the DTM platform is also a particular added value. As a champion, I will automatically start in GT4 next season with the aim of moving up to the DTM as quickly as possible. I’m looking forward to it.“*

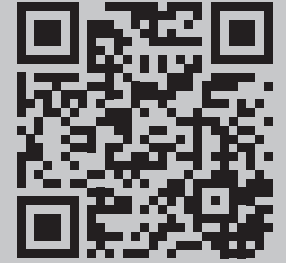


The young people who want to prove their talent are challenged and encouraged by experts from the Speed Academy team, which can look back on **almost 20 years of experience in driver training**. More than 250 drivers such as Nick Yelloly, Timo Glock, Philipp Eng, Nico Hülkenberg, Rene Rast, Pascal Wehrlein, Maxime Oosten and Leyton Fourie have already been part of this driver training program.

„The 18-year-old Leyton Fourie is a deserved champion in 2023 and has therefore automatically secured his starting place in the ADAC GT4 Germany 2024. His guest start in the last ADAC GT4 Germany race at Hockenheim together with last year's champion Maxime Oosten **proved that the support concept works**: they were immediately on course

for a podium,“ summarizes Jörg Michaelis (Project 1 Management). „We have been involved in motorsport for 30 years. We have a huge **network**, a lot of experience and also a team in the ADAC GT4 Germany, the DTM, the ALMS and the WEC. So there are plenty of opportunities to **recommend our talents to others**.“

Michaelis continues: „It's not just **supporting partners** who value the platform and the topics for their own companies. Experts from the scene and media specialist are also observing the developments of the young drivers in the cup.“



**Different perspectives  
on the cup concept**

## BEST DRIVING SCHOOL WORLDWIDE WITH A FAIR CONCEPT AND CLEAR RULES



„pyramid“

BMW M2 CS Racing

BMW M4 GT4

BMW M4 GT3

### THOMAS VOSS - Head of ADAC Motorsport

*“The most important thing is to have young talented drivers for the DTM all over the years. Not only for one year but I hope for the next 10, 12, 15 years. They can grow in the M2 Cup. Therefore the series is very important for the DTM itself, but even for GT Masters or the GT4...”*







**LOOK FORWARD TO SEEING YOU!**



Project 1 Drivetime GmbH  
Von-Siemens-Str. 1  
D- 49393 Lohne (Oldenburg)

[www.bmwm2cup.com](http://www.bmwm2cup.com)  
[info@bmwm2cup.com](mailto:info@bmwm2cup.com)  
(+49) 4442 / 80 30 0

