

DTM Trophy 2020 Sticker Regulations

**Stuttgart, November 2019
Version 2**

strictly confidential

DTM Trophy 2020

Sticker Regulations

General Information

The present presentation of the regulations defines all surfaces on the DTM Trophy vehicles, drivers and mechanics as well as their optical design for the purpose of the advertising presentation of series sponsors.

The following guidelines must be observed for all public visibility of DTM Trophy vehicles, drivers and mechanics (including showcars, renderings, etc.). The regulations are binding for all registered participants and their implementation will also be checked during the technical scrutineering at each DTM Trophy event.

The logos and lettering required for the given presentation are available from ITR or a service provider commissioned by ITR as adhesive foils or as digital data.

ITR reserves the right to change the occupancy of the reserved areas also during the season.

The respective valid regulation of the season must be provided by ITR at the latest at the end of the last race event of the previous season.



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Sticker Regulations

1	"Race Cars"	2	"Drivers & Mechanics"
1.1	Number Plate	2.1	Driver Overall & Fireproof Undershirt
1.2	Car Number	2.2	Drivers Helmet
1.3	Windscreen Areas	2.3	Mechanics Overall
1.4	Flick- and Rear Area	2.4	Team Trucks
1.5	Rear Side Window		
1.6	Onboard Advertising Areas		

Number Plate

General Information

ITR grants SPONSOR the right to use the area of the **Number Plates** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation

Front Area | Measurements: 200x50mm WH

Two mirror-symmetrical surfaces must be kept free on the front bonnet. The optical design of the two surfaces is the responsibility of the ITR alone and must be implemented by the respective applicant.

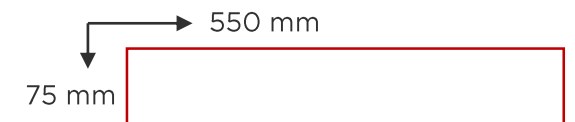
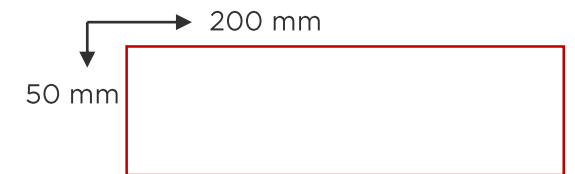
Alternatively - if possible - a surface (400x50mm WH) can be repositioned centrally to the height of a number plate. The exact determination of the area takes place in coordination with the ITR.

Number Plate Rear | Measurements: 550x75mm WH

An area must be created on the rear if necessary and kept free in any case. The optical design of the area is the responsibility of the ITR alone and must be implemented by the respective applicant.

No advertising messages may be displayed at a distance of up to 50 mm in relation to the outer edges of the bonnet and number plate surfaces.

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Car Number (1/3)

⚠ General Information

ITR grants SPONSOR the right to use the area of the **Car Number** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

📌 Sticker Implementation | Position 1 (Top)

Car Number (Side) | Measurement: 308x112mm WH*

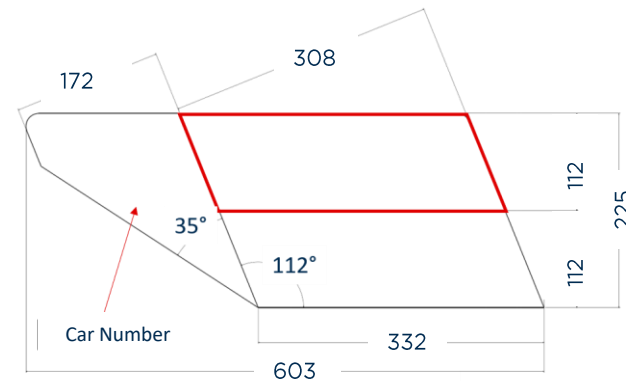
On the vehicle, two car number fields following the contour must be applied over the entire surface. The upper part of the car number field is to be provided with the logo of the SPONSOR. The front area in the direction of travel contains the up to 2-digit starting number. White ground with black writing (Arial, bold, 88mm height).

The logos of the advertising partners may not be broken through. The surrounding frames of the start number fields are black or white. Exceptions to these colors must be agreed with the ITR. The frame must be applied 5mm inwards. The two radii of the upper edge are to be rounded off with R=10mm.

The fields must be visible in the side view completely and without distortions.

*Data without circumferential frame.

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Car Number (2/3)

General Information

ITR grants SPONSOR the right to use the area of the **Car Number** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation | Position 2 (Below)

Car Number (Side) | Measurement: 332x112mm WH*

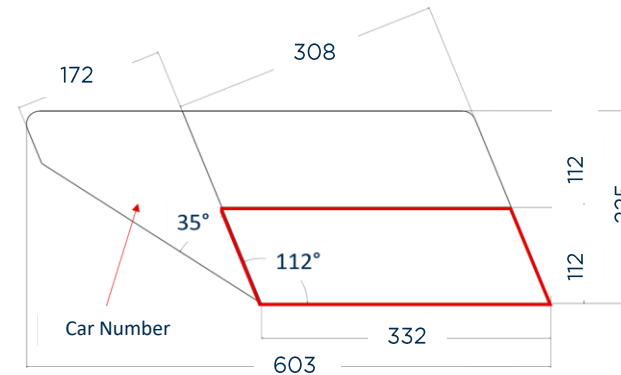
On the vehicle, two car number fields following the contour must be applied over the entire surface. The lower part of the car number field is to be provided with the logo of the SPONSOR. The front area in the direction of travel contains the up to 2-digit starting number. White ground with black writing (Arial, bold, 88mm height).

The logos of the advertising partners may not be broken through. The surrounding frames of the start number fields are black or white. Exceptions to these colors must be agreed with the ITR. The frame must be applied 5mm inwards. The two radii of the upper edge are to be rounded off with R=10mm.

The fields must be visible in the side view completely and without distortions.

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Car Number (3/3)

General Information

ITR grants SPONSOR the right to use the area of the **Car Number** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation | Front- and Rear Windscreen

Start Number Front Windscreen

A start number must be affixed to the windscreen from the inside or outside. The alignment must be on the right-hand side in the direction of travel. For the start numbers on the windshield "Klavika, Bold Italic" with 5 degrees additional italic position is mandatory. The digit height is 300mm. For two-digit start numbers, a running distance of 80 percent applies.

WindowGraphics foil with 60% white content and a hole diameter of 1.6 mm is prescribed for start numbers attached from the outside. Starting numbers attached from the inside must be produced as WindowGraphics simulation in white print on highly transparent foil with contour-cut numbers.

Start Number Rear Windscreen

On the rear window a starting number must be attached from the outside. The alignment must take place on the left side of the rear window in the direction of travel. For the start numbers on the windscreen "Klavika, Bold Italic" with 5 degrees additional italic position is mandatory. The digit height is 150mm. For two-digit start numbers, a running distance of 80 percent applies. WindowGraphics foil with 60% white content and a hole diameter of 1.6 mm is prescribed for start numbers attached from the outside.

The number is aligned via the lower edge of the windscreen banner and the right edge of the windscreen. Both edges must be kept at a distance of 50mm.



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Sticker Regulations

1	"Race Cars"	2	"Drivers & Mechanics"
1.1	Number Plate	2.1	Driver Overall & Fireproof Undershirt
1.2	Car Number	2.2	Drivers Helmet
1.3	Windscreen Areas	2.3	Mechanics Overall
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1.5	Rear Side Window		
1.6	Onboard Advertising Areas		

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Windscreen Areas

General Information

ITR grants SPONSOR the right to use the area of the **Windscreen Areas** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation

Front Windscreen | Measurement: ca. 170mm H

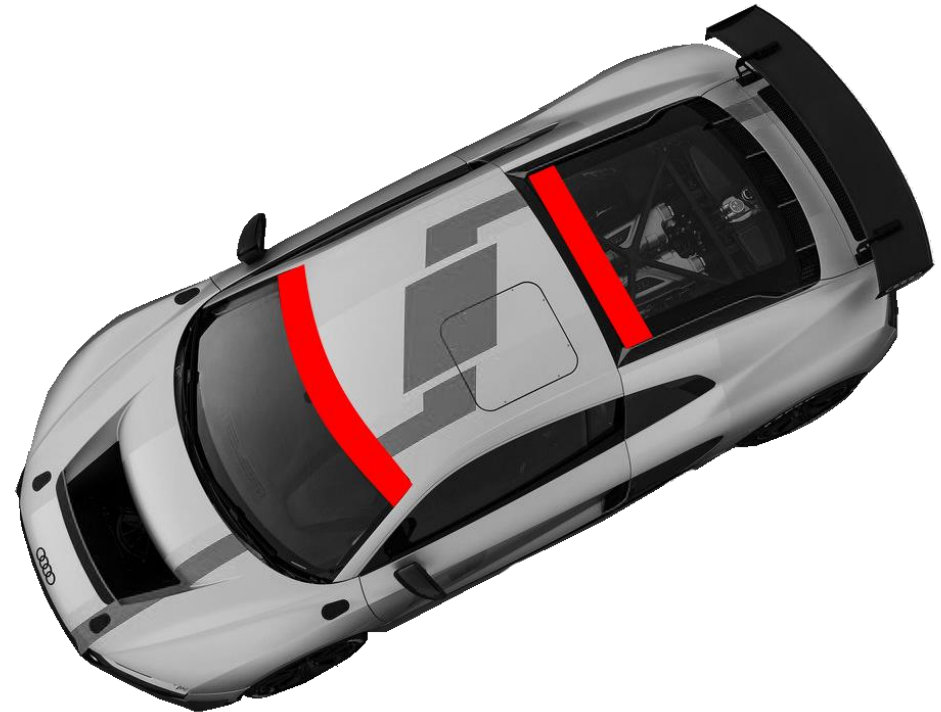
The advertising film is applied along the top edge of the entire width of the windscreen - measured parallel to the surface of the windscreen. The total width of the banner is defined by the total width of the windscreen.

Rear Windscreen | Measurement: ca. 120mm H

The advertising film is applied from the outside along the top edge of the total width of the rear window. ITR reserves the right to apply such a film from the inside at the same place at a later date.

The height is measured parallel to the disc surface. The total width of the banner is defined by the total width of the windscreen.

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Flick- and Rear Area (1/2)

General Information

ITR grants SPONSOR the right to use the area of the **Flick- and Rear Area** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Beklebung | Flick Area

Flick Area | Measurement: ca. 150x25mm WH

At the front of the vehicle, above the flicks, two mirror-symmetrical surfaces must be kept free on the vehicle contour. The surfaces must be completely below the main headlamps and as far as possible in the middle of the vehicle (Y=0) outside openings. If possible, there should be no further advertising message between the main headlamps and the surfaces. The area with the least curvature shall be selected.

The optical design of the two surfaces is the responsibility of the ITR alone and must be implemented by the respective applicant.

No further advertising messages may be positioned at a distance of up to 50 mm (in relation to the outer edges of the surfaces).

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Flick- and Rear Area (2/2)

General Information

ITR grants SPONSOR the right to use the area of the **Flick- and Rear Area** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation

Rear Area | Measurement: ca. 150x25mm WH

At the rear of the vehicle, above the rear diffuser, two mirror-symmetrical surfaces must be kept free on the vehicle contour. The surfaces must be completely outside openings. The area ensuring the surfaces with the least curvature shall be selected.

The optical design of the two surfaces shall be the responsibility of the ITR alone and shall be implemented by the applicant.

No further advertising messages may be positioned at a distance of up to 50 mm (in relation to the outer edges of the surfaces).

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Sticker Regulations

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Rear Side Window

⚠ General Information

ITR grants SPONSOR the right to use the area of the **Rear Side Window** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

📄 Sticker Implementation

Inspection Sticker | Measurement: ca. 36x50mm WH

The sticker must be affixed to both sides of the vehicle on the rear side window. Position as shown in the adjacent illustration. If possible front lower corner of the rear side window.

Drivers Name

The three-letter code of the driver's name with the adjacent national flag of the driver's country of origin must be affixed as far as possible to the rear side windows on both sides of the vehicle.

The surname of the driver with the national flag of the driver's country of origin in front must be affixed as far as possible to the roof spar of the driver's and passenger's doors on both sides of the vehicle.

Position as shown in the adjacent illustration. Helvetica should be used as the font type.

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Sticker Regulations

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Onboard Advertising Area

General Information

ITR grants SPONSOR the right to use the area of the **Onboard Advertising Area** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation

„SPONSOR“ Logo | Measurement: 350x75mm WH

A sign provided by the ITR shall be positioned on the dashboard in accordance with the adjacent diagrams. With the exception of this sign, no advertising may be placed on the dashboard or in the image section of the inboard camera.

The inboard shield must never be completely or partially covered at any time and must always be fully visible via the inboard camera. For TV broadcasts, the inboard sign can be displayed graphically.



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Sticker Regulations

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Driver Overall & Fireproof Undershirt (1/2)

General Information

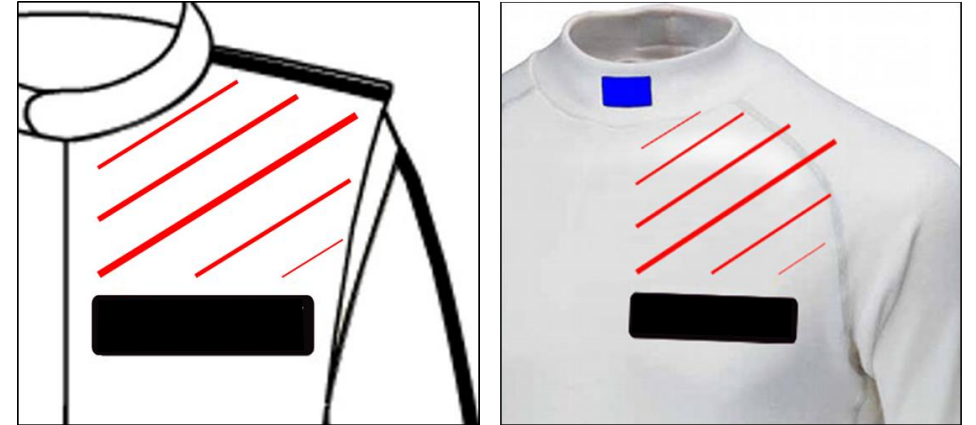
ITR grants SPONSOR the right to use the area of the **Driver Overall & Fireproof Undershirt** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation

The advertising space is located on the left side of the chest, below the collarbone (center), seen from the driver, so that the upper edge of the space is **50mm** below the collarbone - in any case at the highest position (position 1).

„SPONSOR Logo“ | Measurement: approx. 100x100mm WH

The advertising space can be used as embroidery or patch. The advertising space must be applied to both the driver overalls and the fireproof undershirts.



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Driver Overall & Fireproof Undershirt (2/2)

General Information

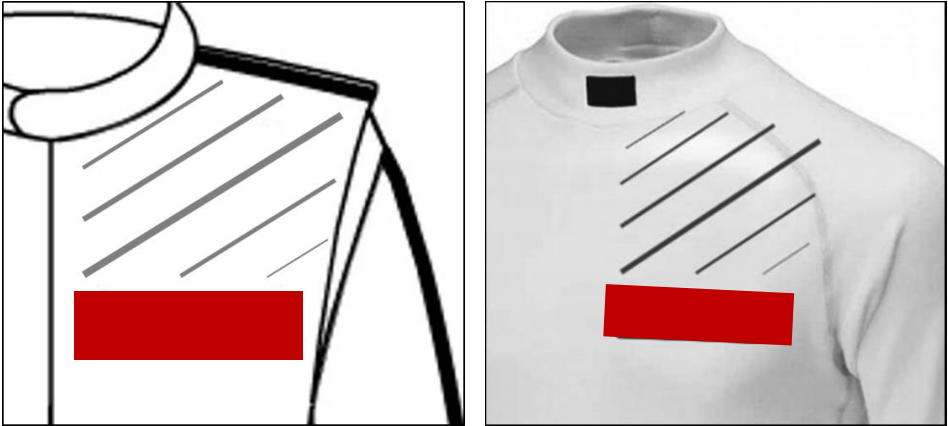
ITR grants SPONSOR the right to use the area of the **Driver Overall & Fireproof Undershirt** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation

The advertising space (position 2) is located on the left side of the chest, seen from the driver, directly in the middle below the advertising space in position 1 - in any case at the second highest position. The distance between the advertising spaces should be **10mm**.

„SPONSOR Logo“ | Measurement: 140x38mm WH

The advertising space can be used as embroidery or patch. The advertising space must be completely legible from the front when the driver is viewed from the front and must not be interrupted by the zipper of the coverall. The advertising space must be placed both on the driver overalls and on the fireproof undershirts.



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Sticker Regulations

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1.2	Car Number	2.2	Drivers Helmet
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Drivers Helmet

General Information

ITR grants SPONSOR the right to use the area of the **Drivers Helmet** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation

On each rider's helmet there is an advertising space that can be displayed in two versions:

Version A: Advertising space in the middle of the front above **or** below

Version B: One advertising space each left **and** right

„SPONSOR Logo“ | Measurement: 70x12mm WH

The optical design of the two surfaces is the responsibility of the ITR alone and must be implemented by the respective applicant.

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**Version
A**



**Version
B**



DTM Trophy 2020

Sticker Regulations

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Mechanics Overall

⚠ General Information

ITR grants SPONSOR the right to use the area of the **Mechanics Overall** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

📄 Sticker Implementation

In the event of a tyre change, four of the mechanics who are directly involved in the process have the SPONSOR logo embroidered on the back of their overalls. The logo - measured from the lower edge of the logo - is to be positioned **approx. 130mm** above the upper edge of the belt on the back.

„SPONSOR Logo“ | Measurement: 300x60mm WH



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Sticker Regulations

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Team Trucks

General Information

ITR grants SPONSOR the right to use the area of the **Team Trucks** for advertising purposes in the form of adhesive foils. The design is carried out in agreement between ITR and SPONSOR in compliance with the mandatory provisions prescribed by ASN/FIA and the current Sticker Regulations of ITR listed below.

Sticker Implementation

At the back of each team truck on both sides an area must be kept free to display up to seven series sponsors. The optical design of the surface is the responsibility of the ITR alone and must be implemented by the respective applicant.

„SPONSOR Logos“ | Measurement: 3000x1000mm WH

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