

# ADAC TotalEnergies 24h NBR 2023

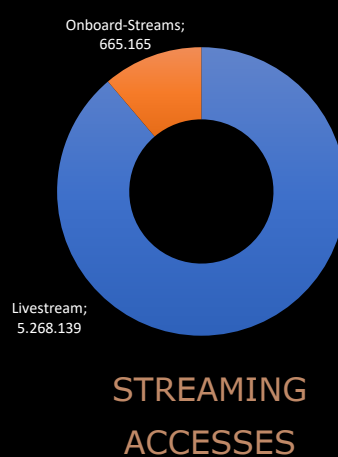
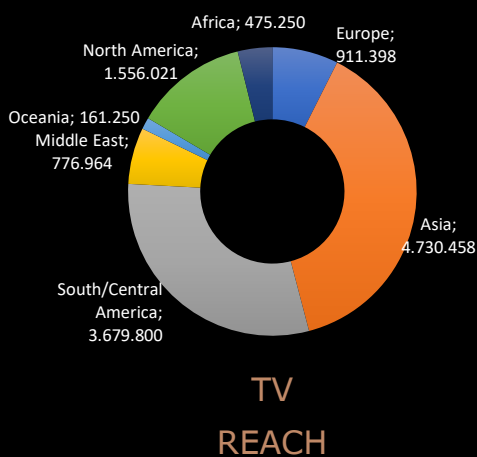
## ON SITE

235.000 VISITORS  
2.000 VOLUNTEERS & MARSHALLS  
131 TEAMS  
20 CLASSES  
ADENAUER RACING DAY, AUTOGRAPH SESSIONS,  
DRIFT SHOW AND MORE



## TV & STREAMING

1,07 BN ADVERTISING CONTACTS  
3857 H SENDING TIME  
398 CHANNELS  
223 TERRITORIES



## SOCIAL MEDIA

133,3 MIO REACH  
7,8 MIO INTERACTIONS  
6,9 K UPLOADS  
5,2 K USAGE #24hnbr



## EDITORIAL – PRINT & ONLINE

346,7 MIO ADVERTISING CONTACTS  
2.158 ARTICLES  
400 WEBSITES  
49 PRINT PUBLICATIONS

## SAVE THE DATE

30/05 – 02/06/2024  
52. ADAC Ravenol 24h NBR



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