



PRESS RELEASE

**Jägermeister**

## New brand “Rennmeister”

Discover the iconic Jägermeister Racing cars like you haven't seen them before

### Orange Cars Drive Faster

Since they first hit the circuit in 1972, the iconic Jägermeister Racing cars have written motorsport history. Wrapped in their bright orange liveries, proudly carrying the Hubertus stag and equipped with massive wings and antler-like spoilers, Jägermeister Racing's most famous machines like the Porsche 911 RSR, the BMW 320 Group 5 or the Ford Capri RS are hailed as icons of 1970s and 1980s motor racing. And many of the drivers of this golden era – think Hans-Joachim Stuck, Niki Lauda or Jochen Mass – have secured themselves eternal pole positions in the world's fastest hall of fame. For three decades, the Jägermeister Racing cars competed all over Europe and stunned drivers and spectators with their sight, sound, and speed.

But that's not all: With its bold design language, focus on daring performance and an uncompromising pursuit of mastery, the Jägermeister Racing team has also left an everlasting impact on pop culture, creating one of the most influential and recognizable symbols of avant-garde marketing and authentic brand-building. These fast-paced brand ambassadors that once roamed racetracks and paddocks, have had significant impact on Jägermeister's global fame - making all of us feel: Orange cars drive faster!

### Race Cars After Dark

At the dawn of the 50th anniversary of Jägermeister Racing, the new Rennmeister brand is shining a whole new light on the iconic racing machines and the culture that surrounds them. Taken away from their natural racing environments and released in unexpected sceneries like nightclubs, galleries and other venues of urban culture, the Jägermeister Racing cars are not just highly functional racing tools. They are also fascinating sculptures and dramatic works of art on wheels. As artefacts of an exciting, exuberant, and exaggerated era in sports, pop culture, art and design, these cars have the potential to inspire us to be rebellious and bold in every move, to dare the unknown, to strive for perfection – and break some rules along the way.

**RENN**meister

Created by Jägermeister and CD Works, a creative consultancy based in Zurich, Rennmeister will experiment with contemporary forms of storytelling and visual communication, popup events and brand collaborations, all loosely tied to the idea of taking a fresh look at the iconic Jägermeister Racing cars. The heart of this exciting endeavour is the new @rennmeister72 Instagram channel that will keep followers



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worldwide entertained with a stream of surprising and engaging photos, videos, and digital artworks. At the same time, after dark events in selected cities will create opportunities to interact with the iconic Jägermeister Racing cars and the protagonists of the Rennmeister brand in unexpected ways.

## **Power Play at Kraftwerk Berlin**

For the launch of Rennmeister, this year's three hero cars – the Porsche 911 RSR, the BMW 320 Group 5 and the Ford Capri RS – were taken to Kraftwerk Berlin for a spectacular photo production. Often referred to as 'Berlin-style Tate Modern' due to its epic proportions and brutalist appearance, the former industrial power plant is now one of the hotspots of metropolitan subculture, housing concerts, exhibitions, light installations, and the era-defining techno club Tresor. Following the experimental Rennmeister spirit, up-and-coming German photographer Stephan Bauer followed the three racing cars on a dusk-till-dawn trip through the catacombs of Kraftwerk Berlin, creating powerful images composed of lights, shadows, high contrasts and bright orange silhouettes.

## **The Hero Cars**

<b>Porsche 911 RSR The Living Legend</b>	<b>BMW 320 Group 5 The Working-Class Hero</b>	<b>Ford Capri RS 2600 The Street-Legal Rally Rocket</b>
One of the most iconic of the Jägermeister race cars, this rare ex-Works Porsche RSR 3.0 dresses the well-known 911 shape in a visually stunning racing suit.	A BMW 3 Series on steroids, this Group 5 racer is not only a working class hero – it also has one of the most dramatic appearances of the orange Jägermeister racing cars.	The Ford Kleint-Capri RS 2600 is an authentic, approachable and street-legal archetype of 1970s rallying culture.

## **What's next?**

We don't want to reveal too much just yet, but: The Rennmeister team is busy working with content creators, artists, and brands worldwide, creating the next chapter in the exciting history of Jägermeister Racing. Follow @rennmeister72 on Instagram to stay inspired and not miss the next move.



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## About Jägermeister

Mast-Jägermeister SE is firmly rooted in Wolfenbüttel, Lower Saxony. Here, and only here, the company produces Jägermeister, the herbal liqueur with the stag – and the biggest German spirit brand. First invented over 80 years ago, Jägermeister is based on a secret recipe of 56 different herbs, flowers and roots. In 2020, Mast-Jägermeister SE sold more 89.5 million 0.7-litre bottles of Jägermeister in 150 countries. What means Jägermeister is the world's most successful herbal liqueur.