



Iron Lynx and Blaupunkt Partnership expands into 2026

The iconic German brand continues its endurance racing campaign in 2026 with WEC and ELMS

Following a challenging 2025 season that marked the return of Mercedes-AMG to the 24 Hours of Le Mans — and concluded with a strong podium finish at the 8 Hours of Bahrain — Iron Lynx is proud to announce the continuation of its partnership with Blaupunkt for the 2026 season.

Beginning with the 2026 FIA World Endurance Championship and the European Le Mans Series, the iconic German technology brand will remain an official partner and sponsor of the team. Founded in 1924, Blaupunkt is internationally recognized for its heritage in automotive electronics and high-performance audio systems, built on a legacy of German engineering excellence.

Blaupunkt branding will feature prominently on the team's liveries and visual assets throughout the 2026 FIA WEC season, including the legendary 24 Hours of Le Mans, as well as races across the Middle East, South America, the USA, and Japan — ensuring global visibility and strong exposure. The brand will also be present throughout the 2026 ELMS calendar, with key rounds such as the 4 Hours of Silverstone and the 4 Hours of Spa-Francorchamps.

United by a shared commitment to quality, precision, and performance, Blaupunkt and Iron Lynx continue their collaboration with the ambition of reaching new milestones together. The partnership supports the team's objective of securing podium finishes — and pursuing a first WEC victory with Mercedes-AMG in 2026.

The 2026 FIA WEC season will officially begin with the Prologue on March 22–23, ahead of the opening round, the Qatar 1812KM. The #61 and #79 cars, proudly carrying the Blaupunkt livery, will take to the track as preparations intensify for the new season.



Andrea Piccini - Team Principal & CEO, Iron Lynx

"Blaupunkt is an extremely valuable partner for us. I think we had a very successful collaboration last year, especially in terms of fan activation, and to be able to continue with an expanded program make us very proud of the work done so far. We want to build on the foundations we laid in 2025, and we cannot wait to start chasing our goals together!"

Frank Goergen – Board Member, Blaupunkt:

"We are excited to continue our partnership with Iron Lynx in the FIA World Endurance Championship and to extend our collaboration to the European Le Mans Series. Endurance racing reflects the very essence of Blaupunkt – performance, efficiency, and uncompromising quality. These are the same principles that guide the development of our products and define our brand. We have full confidence in Iron Lynx and the Mercedes-AMG program, and we look forward to fighting for podiums and victories together in the 2026 season."



About Blaupunkt

Founded in 1924, BLAUPUNKT is a German technology brand rooted in engineering precision, efficiency and trust. The iconic blue dot, once a seal of superior quality, continues to represent high standards and reliable performance worldwide.

Originally known for its pioneering car audio systems, BLAUPUNKT today offers a broad portfolio spanning televisions, audio systems, home and kitchen appliances, power tools, EV chargers, lighting, and smart wellness devices. Guided by quality and efficiency, BLAUPUNKT creates intuitive technology designed to simplify everyday life – at home and on the move.

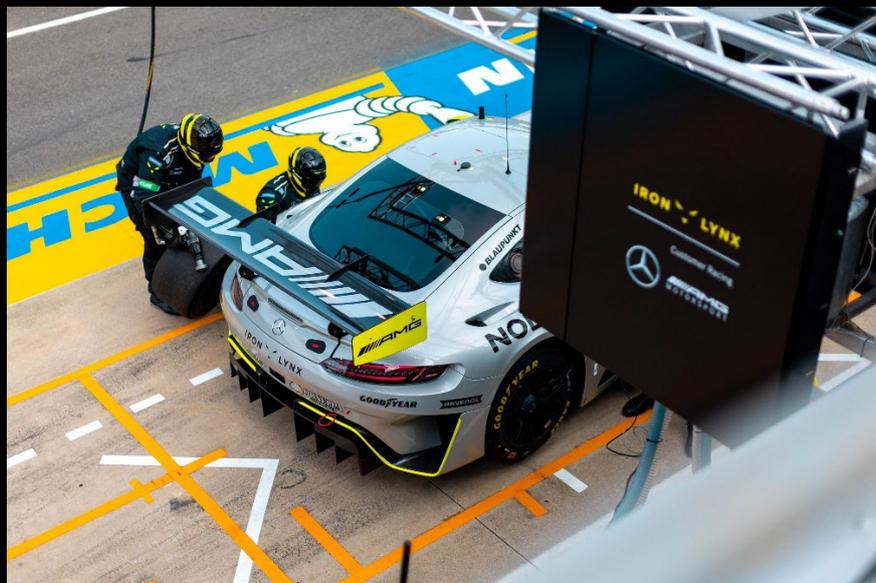
BLAUPUNKT is a global trademark of Established. More information on <https://www.blaupunkt.com>



PR contact for Blaupunkt:

Thierry Metayer – Marketing Director

thierry@established.inc



IRON LYNX

● BLAUPUNKT