



Media Information  
BMW M Motorsport  
10<sup>th</sup> March 2025

## **Joint venture into the second decade: Shell and BMW M Motorsport renew and expand partnership.**

- **Shell and BMW M Motorsport have been strong partners for ten years, and now their collaboration is reaching the next level.**
- **Global visibility of the partnership in FIA WEC, IWSC, and other racing series.**
- **The new collaboration as Energy Partner extends far beyond the mere events on the racetrack.**

**Munich. Since the 2015 season, Shell and BMW M Motorsport have been partners and have celebrated many successes together. Now, the collaboration is entering a new decade with the extension and simultaneous expansion of their joint contract. Shell is the Premium Technology, Innovation, and, in the future, also the Energy Partner of BMW M Motorsport. The partnership is visible worldwide in the biggest racing series, including the FIA World Endurance Championship (FIA WEC) and the IMSA WeatherTech SportsCar Championship (IWSC). The collaboration extends far beyond just the racing events.**

Ten days ago, Shell and BMW M Motorsport celebrated the renewal of their partnership with the spectacular design of the #20 Shell BMW M Hybrid V8 at the FIA WEC season opener in Qatar. The LMDh car will compete in the entire World Championship season, including the legendary 24 Hours of Le Mans (FRA), adorned in Shell's colours. BMW M works driver Sheldon van der Linde (RSA) remains the face of Shell in the cockpit of the BMW M Motorsport race cars. He will be a regular driver for the complete seasons in FIA WEC and IWSC. In both racing series, Shell prominently appears as a partner of BMW M Motorsport, highlighting the global dimension of the collaboration. Together with van der Linde, Shell celebrated its greatest sporting success in 2022 when the young South African became the DTM champion driving the Shell BMW M4 GT3.



Starting from the 2025 season, Shell will simultaneously be the Premium Technology, Innovation, and now also the Energy Partner of BMW M Motorsport. Accordingly, BMW M Motorsport exclusively uses and promotes Shell products such as Shell Helix and Shell EV Plus. As part of their technology and development partnership, Shell and BMW M Motorsport are working on joint future projects. These include more sustainable lubricants, e-fluids for electric vehicles, and innovative fuel and energy concepts for motorsport projects. As Shell is also the official partner of the BMW M Trackdays, BMW M customers also enjoy the Shell premium products.

**Franciscus van Meel (CEO of BMW M GmbH):** "Without strong partners like Shell, engagements by BMW M in series production and BMW M Motorsport in racing are unthinkable. The fact that we can look back on ten years of collaboration is extraordinary – and I am very pleased that we are now reaching the next level together. In addition to close collaboration within our current racing programmes, the development of new future technologies in both the racing and series production sectors is crucial. As mobility and thus the entire automotive industry are changing rapidly, it requires partners who share our pursuit of innovation and perfection. This is absolutely the case with Shell."

**Aysun Akik (Vice President of New Business Development and Global Key Accounts, Shell Lubricants):** "This announcement marks an exciting milestone in our unwavering partnership with BMW M Motorsport. Over the last decade, we have been pushing the boundaries together celebrating successes in major race series all over the world. As the number one lubricants supplier, Shell will continue to deliver quality solutions and together with BMW M Motorsport, help bring the pleasure of driving to customers globally."

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# BMW

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