



## Pressemitteilung

### Forward-looking cooperation: Kolibri Beteiligung, Ford and Haupt Racing Team join forces

**Potsdam, 20 May 2025.** Kolibri Beteiligung GmbH is entering into a close partnership with Ford and Ford's partner Haupt Racing Team (HRT). As part of a strategic partnership, a framework agreement has been signed under which Ford Trucks will supply the heavy trucks used by Zeitfracht Logistik.

The cooperation also includes close technological collaboration with HRT, one of Europe's leading motorsport teams. The partnership focuses on the joint exchange and development of innovative technologies. The HRT RACE BASE, located in the immediate vicinity of the Nürburgring, serves as a state-of-the-art research and development centre.

Here, Kolibri Group companies such as Zeitfracht Medien, Zeitfracht Logistik and German Airways will work together with HRT to optimise processes and further develop forward-looking technologies. All parties involved will benefit from this close cooperation – for example, through joint personnel development programmes and specialised driver training offered in cooperation with the experienced racing team from the Eifel region.

Ford and the Haupt Racing Team are also setting new standards in motorsport: starting this season, they will compete together in high-profile racing series such as the German Touring Car Championship (DTM) and international endurance races. The focus will be on the factory-supported deployment of the new Ford Mustang GT3, which marks Ford's return to the DTM as a works team.

Ford Trucks offer numerous economic advantages for the Zeitfracht Logistik truck fleet. Thanks to modern, efficient Ford F-MAX GEN 2 engine technology, fuel consumption and running costs can be significantly reduced. Digital solutions such as Ford Connect Truck also enable efficient fleet management.

The wide range of models, continuous technical development – from zero-emission drives to autonomous driving technologies – and the electrification of vehicles offer companies flexibility, future security and attractive savings potential. Ford's electric trucks and vans in particular impress with



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significantly lower energy costs, making Ford an economically attractive choice for medium-sized companies that want to make their fleet efficient and sustainable.

Bernhard Kerscher, Managing Director of F-Trucks Deutschland GmbH: "We are delighted to have gained such an important strategic partner in Zeitfracht, because together we can drive forward innovative technologies and set new standards in logistics. At the same time, our Ford Trucks, with their modern, efficient Ford F-MAX GEN 2 engine technology and digital solutions, offer particularly economic advantages that help our customers operate their fleets sustainably and cost-effectively."

Wolfram Simon-Schröter, Managing Director of Kolibri Beteiligung GmbH: 'We are very much looking forward to driving our logistics business forward together in the future. And beyond that, we will also benefit greatly from our combined expertise. With the connection to Haupt Racing Team (HRT) in particular, we are sure to develop unique and pioneering projects together.'

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