

Esmee Hawkey and ROKiT join DTM with T3 Motorsport



MB Partners are delighted to announce that Esmee Hawkey and ROKiT will join forces with T3 Motorsport in this year's DTM championship. Forming a new alliance for 2021, the partnership will see Esmee compete in Germany's leading race series at the wheel of T3 Motorsport's Lamborghini Huracan GT3 Evo, complete with a new striking ROKiT livery.

Fresh off the back of her Pro-Am Championship-winning success in the 2020 Porsche Carrera Cup GB, the news marks a significant step forward for Esmee in her career as she steps into one of the world's most competitive and high-profile GT3 racing series.

A next-generation global media company with a proven track record in supporting talent and diversity across all their work, ROKiT have taken the world by storm and have active engagements across a wide spectrum of business sectors including sport, television, films, music, drinks, smartphones, eBikes and Wi-Fi technology.

Esmee's Lamborghini will be liveried to feature some of ROKiT's most prominent brands within their group portfolio to include ROKiT Phones, ROKiT Ride and ABK Beer - one of the oldest breweries in the world with over 700 years of German brewing history, located in Kaufbeuren, Bavaria.

The 23-year-old will race with T3 Motorsport, a team dedicated to providing a platform to promote young, talented drivers. With a strengthened programme for 2021, the team will race in DTM, ADAC GT Masters and ADAC GT4 Germany. The DTM championship is one of Europe's most popular motorsport series, broadcast in more than 30 countries to 211 million viewers in 2020.

Visiting some of the continent's most famous circuits, including the Nurburgring, Monza and Zolder, the 2021 season is set to be one of the most exciting yet with the introduction of the new GT3 specification of car.

Commenting on the announcement, Esmee is thrilled at the prospect of joining such a competitive series and looks forward to working closely with ROKiT and T3 Motorsport throughout the season.

“I can’t wait to get started,” Esmee said. “The DTM is such a prestigious series with so much history so to be lining up on the grid this year is really exciting. I owe a huge thanks to both ROKiT and T3 Motorsport for making this happen. ROKiT have once again proved that they are a progressive and forward-thinking organisation that have made it possible for me to take the next step in my career.

T3 has a fantastic track record of developing young, driving talent and I have really enjoyed my first experiences with the team and car. With so little time before the first round, I know I am jumping in at the deep end but I’m excited to ramp up my preparations for the season. I know it is going to be a huge step up but it’s one I am ready to take and make the most of.”

Jonathan Kendrick, Chairman of the ROKiT Group of Companies added: *“We are delighted and excited to have partnered with Esmee and T3 Motorsport to race in the DTM Championship. With thanks to Mark Blundell for his help in setting this up, we wish them the very best of luck this year.*

“We feel that being part of the hugely popular DTM series compliments our other motorsport sponsorships in Formula E, IndyCar, NHRA, W Series and the BTCC and we see this as a tremendous opportunity to further promote our award-winning ABK Beer across Germany, in particular, and internationally as well.”

More information on the ROKiT Group of Companies can be found at <https://therokitgroup.com/rokit-earth>