

THE NEXT LEVEL

ADAC GT Masters 2027

GT4 to GT3



Michiel Haverans & Haupt Racing Team

Ford Racing Driver Development Team

GT4 → GT3

THE DRIVER

FROM GT4 PODIUMS TO THE NEXT LEVEL IN GT3

Building on proven results. Aiming for the next chapter.

MICHIEL
HAVERANS



- Belgian Racing Driver
- Ford Racing Driver Development Team
- Three GT4 European Series podiums in 2026
- Target: Ford Mustang GT3 with Haupt Racing Team





A FORD MUSTANG GT3 PLATFORM FOR ADAC GT MASTERS

01 HAUPT RACING TEAM

Haupt Racing Team is an established German GT racing organisation, bringing professional team operations and high-level GT racing experience to the proposed ADAC GT Masters programme.

02 THE FORD MUSTANG GT3

The Ford Mustang GT3 offers a compelling next step from Michiel's Mustang GT4 experience, combining the Ford identity with the increased demands of GT3 competition.

03 THE ADAC GT MASTERS

The championship provides a recognised German and European stage for GT3 racing, connecting manufacturers, motorsport audiences and commercial partners.

04 THE NEXT CHAPTER

Michiel Haverans aims to progress from GT4 podium results to GT3 with Haupt Racing Team. Team participation, season details and commercial rights remain subject to agreement.

FINDING MY PLACE THROUGH RACING.

"Racing is where I found my place in the world."

DIAGNOSED WITH AUTISM AT SIX

School was challenging, and at 14 I continued my education at home. Racing became the place where I found confidence, purpose and belonging.

A DIFFERENT WAY TO PERFORM

Motorsport gives me an environment where focus, preparation, precision and attention to detail can become strengths. I train, analyse data and keep learning.

DRIVING SOMETHING BIGGER

My ambition is to become a professional factory driver and inspire young people with autism to pursue their goals.



THE ROAD TO GT3 BUILT THROUGH RACING.

Years of experience, dedication and progress have shaped my ambition to take the next step in professional GT racing.

01 BUILDING THE FOUNDATION

From my first races in Belgium to competing in Porsche GT and endurance championships, gaining valuable experience in professional racing environments.

02 PROVING MY POTENTIAL

Winning the Belcar Junior Championship in 2023 and achieving multiple endurance racing podiums helped establish my racing foundation.

03 THE FORD MUSTANG GT4

Joining the Ford Racing Driver Development Team and competing in the GT4 European Series, achieving three podium finishes in 2026.

04 THE NEXT CHAPTER: GT3

Building on my GT4 experience, my ambition is to step up to the Ford Mustang GT3 with Haupt Racing Team in ADAC GT Masters.

NOT JUST A STEP INTO GT3. THE NEXT CHAPTER OF A JOURNEY BUILT THROUGH YEARS OF DEDICATION.

FROM FIRST LAPS TO THE NEXT LEVEL IN GT3



PORSCHE GT RACING → ENDURANCE SUCCESS → FORD MUSTANG GT4 → FORD MUSTANG GT3

BUILT AROUND A FORD PATHWAY

A racing program connected to one of the world's strongest automotive brands.



DRIVER DEVELOPMENT

Ford racing driver development team

The Ford racing driver development team is Ford's small group of young racing drivers that have been selected through various tests, Ford guides and supports these drivers to get a career as a racing driver at Ford.

At the end of each year a selection happens within the group for drivers to be able to progress to the next step.

I am part of the Ford racing driver development team and my goal is to be selected at the end of next season to progress to the next step.





ADAC GT Masters

FORD Mustang GT3

A proposed European GT3 programme with Haupt Racing Team

WHY THIS STORY IS DIFFERENT

01

EUROPEAN GT EXPERIENCE

Built through GT and endurance racing

02

FORD RACING DRIVER DEVELOPMENT TEAM

Part of Ford's driver development pathway

03

FORD MUSTANG GT4

Three GT4 European Series podiums in 2026

04

FORD MUSTANG GT3

The next step with Haupt Racing Team in ADAC GT Masters

ONE DRIVER. THE NEXT LEVEL.

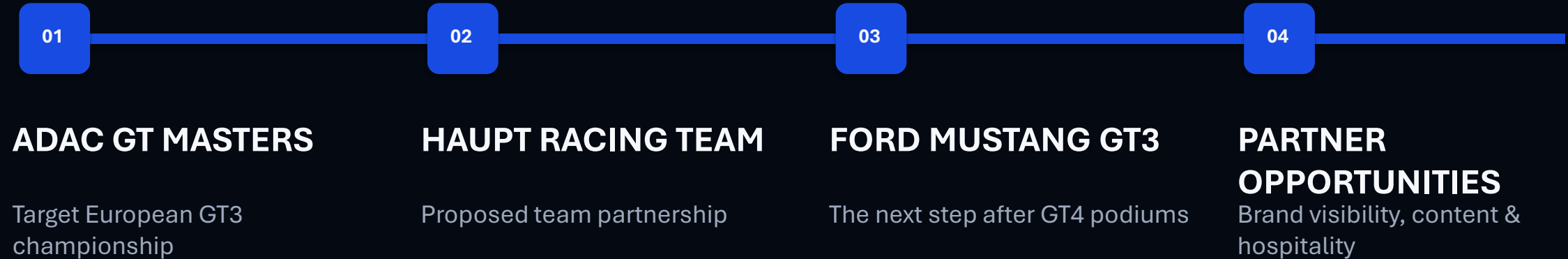
From European GT4 racing

To the ADAC GT Masters with Haupt Racing Team.

A proven GT4 foundation. A new ambition in GT3.

FROM GT4 TO GT3 — THE NEXT CHAPTER

A European GT3 racing platform built around performance, progression and partner value.



THE COMMERCIAL IDEA

More than sponsorship — a European GT3 racing and brand activation platform.

WHAT A PARTNER ACTUALLY GETS

Turn ADAC GT Masters race weekends into brand, customer and employee experiences.

01

BRAND

Potential car, helmet, suit & digital visibility



02

CONTENT

GT3 race-weekend and behind-the-scenes content



03

HOSPITALITY

Customer, prospect & employee experiences



04

B2B

Networking across European GT motorsport



05

ACTIVATION

Driver appearances, events & brand activations

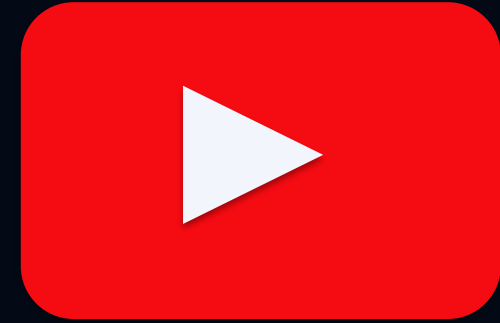


06

EUROPEAN MARKET

Belgian driver, German team & European GT3 stage





FROM GT4 TO GT3

ONE JOURNEY. THE NEXT CHAPTER.

A proposed YouTube documentary series following the journey in my first GT3 season in ADAC GT Masters alongside Haupt Racing Team in 2027.

01 THE STORY WE FOLLOW

Belgian roots / European GT3 racing
Training, preparation, race weekends & team life
Autism, resilience & everything connected with the race weekends

02 HOW PARTNERS JOIN THE STORY

Natural brand and product integrations
Behind-the-scenes content & potential team collaborations
Sponsor stories, activations & shareable clips

THE PARTNER OPPORTUNITY

Not just visibility on the car — a chance to be part of the GT4-to-GT3 journey.

ONE DRIVER. TWO MARKETS. EUROPEAN IMPACT

WHY A BELGIAN DRIVER AND GERMAN GT3 TEAM WITH AN AMERICAN BRAND CREATE PARTNER VALUE

01 01 AN AUTHENTIC RACING PROGRESSION

From Belgian endurance racing to three Ford Mustang GT4 podiums in 2026, Michiel's proposed step into the Ford Mustang GT3 creates a credible performance-led story for brands to support.

02 02 OPPORTUNITY FOR BELGIAN COMPANIES

A Belgian driver on a major German racing platform can help partners build visibility, strengthen European business relationships and create customer experiences around motorsport. Activations would be agreed with the team.

03 03 RELEVANCE FOR GERMAN & EUROPEAN BRANDS

Haupt Racing Team and ADAC GT Masters offer a natural setting for performance, engineering and automotive storytelling. A cross-border partnership can reach audiences in Belgium, Germany and beyond.

04 04 MORE THAN RACE-CAR VISIBILITY

Potential opportunities include brand placement, paddock hospitality, digital storytelling, product integration, customer events and employee engagement, subject to available team and championship rights.

A BELGIAN DRIVER. A GERMAN TEAM. THE NEXT CHAPTER IN GT3.

BUILD THE PROGRAM. SCALE THE ACTIVATION.



ASSOCIATE

\$25K–\$75K

Targeted visibility + content

OFFICIAL

\$75K–\$150K

Brand presence + hospitality

MAJOR

\$150K–\$350K

High-visibility + activation

PROGRAM

\$350K+

Strategic presenting partnership

Indicative structure — final inventory, exclusivity and budget to be confirmed with teams and partners.

MAKE THE RACE WEEKEND A BUSINESS EVENT

A simple partner experience can combine racing, hospitality and content.



10-30

CUSTOMERS / EMPLOYEES

- VIP race-weekend hospitality
- Garage / paddock experience
- Driver meet & greet
- Branded photo & video content
- Customer networking

LET'S BUILD THIS TOGETHER.

THE NEXT CHAPTER FROM GT4 TO GT3

ADAC GT MASTERS / FORD MUSTANG GT3 2027

LET'S HAVE A PARTNERSHIP CONVERSATION

Michiel Haverans • GT4 → GT3

