



STURMKIND
HYBRID GAMING

Carrera and Sturmkind on the road to success

Carrera announces minority shareholding in Sturmkind

Salzburg, June 1st, 2023 – Carrera Toys GmbH announced today that they have acquired a minority stake in Sturmkind GmbH in Speyer. The aim of this collaboration is to develop joint innovative products based on Sturmkind's DR!FT Hybrid Gaming Technology, which will be distributed worldwide under the Carrera brand.

„Sturmkind has developed gaming experiences in their short history that have never been seen before in terms of technology and emotion. Together with our passion for motorsport, we want to further develop these experiences and bring them closer to players worldwide“, said Stefan Krings, CEO of Carrera Revell Group.

„We are happy to have gained a strong partner in Carrera Toys GmbH, which has racing fun as much in its DNA as we do. For the realization of our vision to merge simulation and real products, I can't imagine a better partner. Carrera and Sturmkind - a strong team, which will be joining forces from now on!“ Martin Müller, CEO Sturmkind GmbH.

The Carrera brand can now look back on 60 years of racing fun and is the market leader in slot racing in German-speaking countries. Carrera continues to stand for cross-generational driving fun and is a source of enthusiasm for young and old alike.

The German start-up Sturmkind was founded with the vision of replicating realistic car races in the comfort of one's own living room. The innovative DR!FT-Racer and Hybrid Gaming Technology take the joy of driving to a whole new level. To learn more about Carrera's investment and the future vision of both companies, including an open Q&A session, join us live on Twitch today, starting at 7pm. Participation link: <https://www.twitch.tv/driftsturmkind>

Carrera Toys GmbH is a world-leading toy manufacturer with brands such as Carrera, Carrera RC, and Pustefix. The company develops, produces, and distributes its own products as well as licensed highlights from Disney, Nintendo, and others worldwide. For more information about Carrera and Carrera RC, please visit carrera-toys.com.

STURMKIND GmbH, founded by Martin Müller in 2016, has defined a completely new genre of gaming called Hybrid Gaming. With its first product, DR!FT, the startup from Speyer won the German Developer Award in 2018 and reached the finals of the TV show “Das Ding des Jahres”. Hybrid Gaming enables vehicle models to move in the real world, not as toys but as real race cars.

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