

Press Release

## IAA Heritage by MOTORWORLD at IAA Mobility 2021

**Premium quality classics, sports cars, supercars, exotic vehicles and motorcycles in Hall B4 as a crowd-puller at the IAA**

Schemmerhofen/Munich, June 24, 2021. Premium quality exhibits and a special look & feel: On September 7-12, 2021, IAA Heritage by Motorworld will be inviting visitors to the Munich exhibition centre (Hall B4) as part of the IAA Mobility. This is the second time that the Motorworld Group is cooperating with the German Association of the Automotive industry (VDA).

After many months during which the world of mobility had to forgo trade fairs and lively marketplaces, the time has finally arrived again with the IAA Mobility, which will be taking place in Munich for the first time. "Car enthusiasts and the entire industry are looking forward to the new IAA Mobility. The forecasts are extremely promising," says Meike Poweleit, Head of Fairs and Events at the Motorworld Group. "A multifaceted experience of automotive exhibits with everything that goes with them awaits visitors to the IAA Heritage by Motorworld 2021. The format represents the entire spectrum of classic mobility. Hall B4 will become a trading place and a lively meeting place for people and companies with a passion for mobility."

Just like its premiere in 2019, the IAA Heritage by Motorworld will also be part of the overall concept of the IAA Mobility in 2021. It is both a forum and a trading platform for premium classic cars, classic sports cars, classics-to-be, limited edition vehicles, supercars and motorcycles – with high standards of quality, performance and history.

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## History of mobility becomes an experience

Once again, the concept provides for a look and feel in the style of the good old days, top quality exhibits, and numerous highlights for the trade and public visitors. The charm of classic mobility will run like a thread all through the B4 exhibition hall with artists, stylish accessories, service providers and, last but not least, trade fair staff dressed in the appropriate attire.

The link between historical and modern vehicles is a consistent element of the IAA. With success: In 2019, the IAA Heritage by Motorworld was proclaimed the most popular exhibition hall in a visitor survey. It bridges the gap between the past and the future and makes the history of mobility tangible.

## Cooperation with MYLE

This year the Motorworld Group will be supported by MYLE GmbH, a Munich-based agency specialising in mobility festivals and events. The network and the focus on the mobility sector make them a competent partner for the IAA Heritage by Motorworld.

## MOTORWORLD München

The recently opened, imposing MOTORWORLD München opposite the MOC in the Freimann district of Munich represents a special connection with the IAA and the topic of mobility. The historical location on the site of the former railway repair shop, with its 75,000 square meters of space and ground, offers a lot of room for the world of mobility. Automotive fans will find everything their hearts desire at Motorworld München: exclusive dealerships with classic cars, luxury cars, sports cars and bikes, an

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extensive range of automotive service providers and specialist workshops, as well as diverse lifestyle and merchandise shops.

Over 25 of the world's most valuable vehicle brands can be found here. In addition, with its seven catering establishments Motorworld München offers visitors an appealing choice of eateries. One of the most enthralling hotels in the German hospitality scene recently opened here: the four-star Ameron München Motorworld operated by the Althoff Group. The 156 design rooms, including six premium suites, captivate with their unique flair and present themselves as a tribute to the world of motor sport.

### About the MOTORWORLD Group

The independent MOTORWORLD Group emerged from the DÜNKEL Holding corporate group based in Schemmerhofen (Baden-Württemberg, Germany). The origins of the family-run company date back to 1933. The Motorworld Group develops, builds and operates worlds of experience dedicated to mobile passion, and as a whole is considered to be the world's largest brand-neutral centre for classic cars and sports cars. It brings together the brand who's who of the entire mobility industry.

The first location was Motorworld Region Stuttgart in Böblingen, which opened in 2009 and has since been expanded several times, winning several awards along the way. Further projects and activities under the MOTORWORLD® brand have been initiated in recent years. Following on with the same concept as Motorworld Region Stuttgart, Motorworld Köln-Rheinland opened in June 2018. It is home to one of the most significant collections in motor sport: The private collection of Formula 1 legend Michael Schumacher. The V8 Hotel at Motorworld Köln-Rheinland was honoured by Choice Hotels in 2020 with its International Hotel of the Year Award in the Ascend Hotels category. The imposing Motorworld München opened its doors in May 2021.

Other already partially active locations currently at the planning stage or under construction are Motorworld Zeche Ewald-Ruhr, Motorworld Luxembourg and Motorworld Mallorca in Spain. Locations in keeping with the Motorworld Manufaktur concept are to be found in Berlin, Metzingen, Rüsselsheim and Zurich.

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