

Presseinformation

Hall B4, booth B50: A very warm welcome to the MOTORWORLD booth!

Munich, September 3, 2021. An entire world of mobile passion – that is what the MOTORWORLD brand stands for. This is also reflected in the large partner booth (B50) of the Motorworld Group, the popular meeting place for the Motorworld family, friends and all other interested petrol heads. Visitors can learn about the locations and multifaceted projects and meet the numerous partners who represent the most diverse areas of mobility. The MOTORWORLD Inn offers delicious food from the world's leading automobile nations.

One of the partners at the booth is the specialist **HK-Engineering** with their truly special Mercedes expertise. The motor sport and automotive technology professionals from **HS Motorsport** specialise in professional tuning at the very highest level. They will be bringing a Mustang called Black7 with them, a superlative black Ford Mustang GT LAE with a wide body kit and several other modifications. **Ponton Manufaktur** sets its focus on the model series of the so-called Mercedes Ponton, which was built from 1953 to 1962.

They are joined by **Retromotion**, a dealer and scout for spare parts who can also, if necessary, have parts manufactured using classic production processes or 3D printing. Fans of English cars can come to **Limora**, the top address for all parts and accessories for classic English vehicles.

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Also at the booth will be Recaro Automotive, the world's leading manufacturer of performance car seats. They will be showing a selection of articles from their brand world at the trade fair: seats for classic and performance cars as well as its automotive lifestyle portfolio.

Paddock Legends: Cool must-haves

Paddock Legends offers perfect items for car guys and girls: textiles, shoes, lifestyle items, collectables and models from brands such as Grand Prix Originals, Gulf, Porsche Manthey-Racing or Mini Champs. A new addition to the range is the comprehensive Motorworld Merchandise & Accessory Collection, which offers fans and friends of Motorworld a premium-quality selection of clothing, bags, accessories, souvenirs and gifts – refined, embroidered, printed or embossed with the popular logo.

MOTORWORLD Inn: culinary insider tip at the IAA

Word about the good cuisine at the MOTORWORLD Inn will be sure to spread very quickly at the IAA Mobility. It will be opening on a mini scale at the Motorworld partner stand – designed with much love and in a nostalgic workshop ambience, just like the real MOTORWORLD Inns at Motorworld München and in the Swabian town of Warthausen.

The culinary focus is on selected food classics from the automobile nations of Italy, the USA and "good old Germany".

ALTHOFF Hotels

AMERON München Motorworld in the midst of MOTORWORLD München opened its doors in May. The exceptional four-star hotel belongs to Althoff Hotels, who will be presenting their three brands at the IAA: the Althoff

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COLLECTION with its six luxury hotels in Germany, France and the UK, and the AMERON Hotels with eleven four-star hotels in Germany and Switzerland. In 2020, the Althoff portfolio was expanded with the URBAN LOFT design & lifestyle brand, and the first location was opened in Cologne.

At the IAA, Althoff Hotels will be offering visitors, among other things, inspirations for the next tour with their favourite vehicle or a variety of other exciting offers. The fact that an enjoyable evening can be spent at the hotel bar can be experienced during the daily happy hour at the booth.

Michael Schumacher's Formula 1 Benetton B194

Racing fans can look forward to seeing a truly special exhibit at the Motorworld partner booth, the Benetton B194 Ford, with which Michael Schumacher won the first of his seven Formula 1 world championship titles. It was the last time a car powered by a Cosworth engine won a Formula 1 world championship.

Driven by Michael Schumacher in 1994, his son Mick drove a lap in it in the run-up to the 2017 Belgian Grand Prix. In 2019, Damon Hill presented the vehicle at the Festival of Speed in Goodwood.

Carrera Toys: racing feeling

Carrera Toys will be at the IAA for slot car fans. The manufacturer is an inspiration for generations of car and motor sport fans worldwide for more than 50 years. He will be setting up a Carrera DIG 132 race track, which can naturally also be tried out.

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Götz Knoop presents his book "Oldtimer-Recht"

A passionate classic car driver and DIY mechanic, Dr. Götz Knoop is well acquainted with the numerous legal pitfalls associated with the purchase, restoration and use of historic vehicles. In the second edition of his book "Oldtimer-Recht", he now gives a comprehensive overview of the legal peculiarities of classic cars and classics-to-be taking into account all important relevant legal judgments. Dr. Knoop will be presenting his book to interested readers at the MOTORWORLD booth on Friday, 2 - 6 p.m., and on Saturday, 10 a.m. - 2 p.m.

Laureus: buy a shirt – gift a perspective

The Laureus Sport for Good Foundation, which has been supporting the Motorworld Group as a national partner for many years, is also involved. It is selling a limited edition racing cycle clothing collection. The proceeds from this Maloja shirt set will allow a child in need to have access to a social sports programme for one year.

Huawei, one of the world's leading providers of information and communication technology (ICT), together with Motorworld preferred partners such as **Allianz** and **DEKRA**, will also be present at the Motorworld booth.

Further information: www.motorworld-heritage.de and www.iaa.de

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 experience worlds that are dedicated to mobile passion.

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Munich Exhibition Centre, Hall B4, September 7 – 12, 2021

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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. Motorworld München has 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, Switzerland.

The Motorworld idea also regularly goes on tour, including the annual classic car trade fair Motorworld Classics Bodensee in Friedrichshafen and scene events such as the Motorworld Oldtimertage at Fürstenfeld (near Munich) as well as in numerous other guises like IAA Heritage by MOTORWORLD.

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