

Press Release

IAA Heritage by MOTORWORLD captures the hearts of IAA visitors

Munich, September 14, 2021. Thrilling, exciting and innovative... The premiere of the new IAA Mobility in Munich was a resounding success, and with it the "IAA Heritage by MOTORWORLD". According to the visitor survey, it was one of the top three special activities. Under the slogan "The Magic of Cars", the Motorworld Group and its numerous partners presented the entire range of mobility in Hall B4 at the Munich trade fair, including historic and modern vehicles on two or four wheels, with electric or traditional drive systems, and much more besides.

Fine classic cars from Kienle Automobiltechnik, HK-Engineering or Mirbach Automobile enchanted visitors with their exclusive designs and automotive history. Supercars such as the Bussink GT R Speedlegend 1 of 5 on the supercar walk, or the Benetton B194 with which Michael Schumacher won the first of his seven Formula 1 world championship titles, became real crowd-pullers. A further highlight: The German debut of the fully electric Hispano Suiza Carmen Boulogne at the MOHR Group booth.

Special exhibits such as the Opel Olympia Caravan with its extreme, barn-find-like patina, or the Ford Capri with which rally legend Walter Röhrl started his career at the 1972 Olympia Rally, animated visitors to talk shop. The young car and lifestyle portal CooleKarren.com likewise attracted much attention, presenting a rare dream vehicle with an Isdera Imperator 108i, as well as other exhibits in Hall B4 slickly staged on a turntable from Bumat.

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Exhibitors such as Schaeffler Paravan with its steer-by-wire systems, Deer and the PAL-V flying car epitomised the mobility of the future

Suppliers from the fields of high-end performance (among others the Dörr Group and MOHR Group), refinement (including MANHART, MTM, G-Power), spare parts (such as Retromotion and Limora), accessories and lifestyle (for example RECARO Automotive), accessories and clothing (e.g. Paddock Legends), artists (among others CC Art), as well as associations and organisations such as the AvD, ACE or DEKRA, rounded off the IAA Heritage portfolio.

Visitors and exhibitors enjoyed the relaxed, cheerful and positive atmosphere in the fascinating ambience of Hall B4, using it as a meeting place for sharing experiences and information and for networking. Centrally situated at the Motorworld Group's joint booth, the MOTORWORLD Inn catering area was a popular port of call right from the very first day with its diverse range of food and beverages, demonstrating that the way to a vehicle fan's heart is through their stomach.

Carrera Toys provided for a racing feel and entertainment for visitors young and old with its Carrera race track.

"Corona and the lockdowns have brought many things to a halt – but not people's wish and need for mobility. Quite the opposite. The desire to drive, discover, hear, see, marvel and smell with all senses at the same time is huge – including the pleasure of goose bumps," says Andreas Dünkel, founder and CEO of the Motorworld Group. What is certain is that trading, offering, producing, consulting, selling, travelling, celebrating and consuming will continue in the future. Trade and scene marketplaces, communication and networking, trade fairs, events and happenings remain irreplaceable. For technologies and progress are driven and advanced through active interchange. The IAA Mobility proved this with all the

fascinating exhibits, presentations and shows. In this context, we would also like to thank the VDA for its outstanding cooperation."

And this is what exhibitors and visitors had to say:

Klaus A. Westrick, Managing Director Of CooleKarren:

"The trade fair is a total success for CooleCarren and our renowned partners. In the Motorworld environment with its many prominent dealers, the enthusiasm and fascination for automobiles is tangible wherever one looks. This is where the passion that we as a portal endeavour to impart digitally is still really cultivated. That's fantastic and we're grateful that we can be a part of it."

Christoph Erfurt, CEO MANHART Performance:

"We have been involved in vehicle optimisation for 35 years now and have accumulated an unparalleled wealth of experience in this field. We successfully presented our know-how at our booth in Hall B4. The Manhart vehicles were very well received by the public, including by international visitors. For instance, we sold two of our unique cars to customers from Dubai."

Jens Rath, Sales Kienle Automobiltechnik:

"The IAA Mobility proved to be an outstanding platform for successfully presenting our company. At the same time, it offered an excellent opportunity to clearly demonstrate our expertise as one of the world's biggest restoration specialists for classic Mercedes-Benz cars independent of Daimler Benz AG. It enabled us to establish some really good and new contacts, including numerous potential customers for our portfolio of vehicles and services."

Mathias Leitner, Managing Director Mirbach Automobile:

"We can draw an extremely positive conclusion as we are going home with many new contacts. The audience is different from the usual visitors to traditional classic car trade fairs. Many interested people were delighted to get a nose full of old leather and the smell of petrol."

Lorenz M. Mohr, CEO Mohr Group:

"The trade fair was absolutely tremendous, the response of the visitors was fantastic. The "IAA Heritage by Motorworld" theme was very well received. The hall was really busy and the atmosphere was stupendous. For us as dealers it was a place for some really interesting conversations. The Zenvo TSR-S and Hispano Suiza Carmen Boulogne were real eye-catchers. It didn't take long before a Brabus G800 was sold."

Jochen Gloger, car guy, collector and visitor to the IAA Mobility:

"After so many months, at long last an opportunity to speak with like-minded people from the scene at a trade fair. It was great to be able to drive to the IAA at the weekend. The spectrum of exhibits in Hall B4 was truly impressive. Classic cars, classics-to-be, bikes, new mobility, high-end performance and future innovations – all of this side by side. The future needs a past I'm already looking forward to the next edition in 2023."

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.

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www.motorworld-heritage.de

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.

The Motorworld idea regularly goes on tour, This year, Motorworld was once again a partner of the VDA and invited visitors to the IAA Heritage by MOTORWORLD at the IAA Mobility 2021 in Munich. www.motorworld.de

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