

Press Release

Premiere of the

"MOTORWORLD Mobility Days – The magic of cars"

Exclusive special exhibition, marketplace and Motortreff meeting on 3-6 September 2023 in the run-up and parallel to the international IAA Mobility trade fair

Munich, 20 March 2023. With the "Motorworld Mobility Days", Motorworld München is staging the magical world of mobile passion. The indoor and outdoor trade fair is the perfect trading floor for top brands and manufacturers, hypercars and supercars, limited editions, sports cars, classic cars, classics-to-be, bikes, accessories, lifestyle products and services, and at the same time serves as a meeting point for the scene.

The "Motorworld Mobility Days" indoor and outdoor trade fair focuses on the experience, the trade, the international network, and the perfect staging of vehicles distinguished by their quality, performance and history. Car guys and girls with petrol in their blood and electricity in their veins have the opportunity to talk about the most beautiful hobby in the world. Visitors will find a stylish selection of exclusive items together with everything that goes with them.

"At Motorworld München, the passion for mobility is palpable at every corner. With 'The Motorworld Mobility Days', we will be shining the spotlight on them once more with diverse renowned exhibitors and a varied programme," says Andreas Dünkel, initiator and founder of the Motorworld Group, explaining the concept. "It's about finding new things, marvelling at old things, and seeing familiar things again. Together with vehicle enthusiasts, we want to present, discover, buy, sell and celebrate vehicles that are the heart, pulse and origin of the mobility scene – the magic of cars! We are looking forward to four days during which the world of mobility will come together at Motorworld München."

**MOTORWORLD Mobility Days
at MOTORWORLD München**
Am Ausbesserungswerk 8
80939 Munich
Daniel Rest Tel +49 (0)7356 933-508, rest@motorworld.de
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www.motorworld.de

www.motorworld-miaa.de



Visitors can experience exclusivity on two and four wheels with horsepower and power plants, true mobility, performance, lifestyle and hospitality.

Motortreffen on Sunday, 3 September 2023

To kick off the "Motorworld Mobility Days", Motorworld München invites visitors to a public Motortreff meeting on Sunday, 3 September, from 10 a.m. to 6 p.m. All friends of mobility are welcome to drop by – be it with a bike, classic car, sports car or supercar. Full in keeping with the motto "See and be seen!", Motorworld München will once again be open for drive-throughs. The vehicles will be welcomed by a team of moderators.

MOTORWORLD Mobility Days
3 – 6 September 2023 (Sun - Wed)
daily 10 a.m. to 6 p.m.

MOTORTREFF
3 September 2023 (Sun)
10 a.m. – 6 p.m.

MOTORWORLD München
Am Ausbesserungswerk 8
80939 Munich
<http://motorworld-miaa.de/>

Contact details for exhibitors:

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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 1930. The Motorworld Group, which has also received several international awards for its projects, 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 mobility centre. With over 40 of the world's most valuable and exclusive vehicle brands, it brings together the brand who's who of the entire mobility sector.

The first location was Motorworld Region Stuttgart in Böblingen, which opened in 2009 and has been continually expanded several times. 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.

With Motorworld München, an automotive world of experiences in a new dimension was opened in May 2021. An imposing meeting place for car lovers and bikers of every hue. It is Munich's new highlight for driving culture and lifestyle, as well as events and conferences. Visitors will find supercars, collectors' cars, limited editions, classic cars and classics-to-be, bikes and boats, as well as a comprehensive spectrum of automotive service providers and specialised workshops, numerous shops, the four-star AMERON München Motorworld hotel, eight catering establishments, exceptional conference rooms, glass boxes for enthusiasts' vehicles, and much more besides. Motorworld München is located on the site of the former Deutsche Bahn railway repair shop, covering 75,000 square metres, in Munich's Freimann district. Its centrepiece is the impressive Lokhalle, which is a listed building. With its gigantic dimensions – 185 metres long, 90 metres wide and 18 metres high – it is one of Europe's largest self-supporting steel structure halls.

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

To satisfy the ever-increasing requirements where environmental protection and efficiency are concerned, the Motorworld Group relies on regenerative energy sources. Thanks to its proprietary photovoltaic systems and combined heat and power plants, it saves so much CO₂ that it can call itself climate-neutral even when hosting a full programme of events.

Further information: <https://motorworld.de/muenchen/>
www.instagram.com/motorworld_muenchen/
www.facebook.com/motorworld.muenchen/

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