

SAVE-THE-DATE: Press tour on 3 September, 12 p.m.

Press Release

About IAA Mobility 2023: "MOTORWORLD Mobility Days" set the stage for mobile passion

Prestigious exhibitors, a diverse programme with a show stage, talks, innovative vehicles, test drives, a cult film, and a Motortreff meeting at MOTORWORLD München on 3 - 6 September 2023

Munich, 3 August 2023. Nowhere else is so much mobile passion to be found concentrated in one place as at Motorworld München: over 30 of the world's most valuable and exclusive vehicle brands, hundreds of exhibits, eateries, and much more besides. With the Motorworld Mobility Days, Motorworld goes one better from September 3 - 6 as the official cooperation partner of IAA Mobility 2023: Prestigious exhibitors and a diverse programme, a show stage with movers and shakers, influencers, racing drivers and legends, hypercars and supercars, 4x4 off-roaders, electric cars, classic cars, classics-to-be and motorbikes, as well as accessories, lifestyle and art – the ideal meeting place for the regional and international scene before and during IAA Mobility 2023.

Among the exhibitors at the Motorworld Mobility Days will be Mercedes-AMG, super sports car and hypercar specialist Exklusive Fahrzeuge, flying car manufacturer PAL-V, together with numerous dealers of classics and classics-to-be such as Porsche expert Ande Votteler, Ponton Manufaktur and Schwarzenbach. Off-road vehicle tuner S-Tec will be presenting their 4x4 off-road vehicles in the Acuma design on a large off-road site covering 1,500 square metres with an obstacle course, inclines and descents. Voltimer has something special to offer: The company transforms classic cars into electrically powered vehicles. Exceptional lamps, accessories, art and pleasure are offered by Burkhardt Wendt, Coblror Uhren, Fernlicht, Pascal Göbel Kunst and Bastian Söllner with Retro Perspektive, as well as HerzoGin and the SONAX Bar.

**MOTORWORLD Mobility Days
at MOTORWORLD München**
Am Ausbesserungswerk 8
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Mobility Days open with Motortreff meeting on Sunday

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, with petrol in their blood or electricity in their veins. Full in keeping with the motto "See and be seen!", Motorworld München will once again be open for drive-throughs. The arriving cars and motorbikes will be introduced by the presenter duo Michael and Jakob Hagemann with their wealth of expert knowledge, many an anecdote and a dash of humour.

AvD Entertainment Stage and Mobility Stage

Every day TV presenter Professor Thomas R. Köhler will be welcoming numerous talk guests to discuss various topics on the show stage in the Dampfdom, the "Home of Mobility". Among them will be BMW M juniors Dan Harper, Max Hesse and Neil Verhagen, BMW M legend Jochen Neerpasch and Leopold "Poldi" Prince of Bavaria, long-time Mercedes motor sport boss Norbert Haug, racing driver Sophia Flörsch, motorbike racer Sabrina Sabel, AvD Secretary General Lutz Leif Linden, racing legends Hans-Joachim "Strietzel" Stuck and Christian Geistdörfer, Marcus Görig from the auction house RM Sotheby's, Mario de Rosa (Chairman of the Initiative Kulturgut Mobilität, member of the FIVA Cultural Commission, member of the automotive parliamentary group in the Bundestag), Dr. Michael Haberland, founder and President of the Auto Club Mobil in Deutschland e.V., and many others.

A must for Porsche enthusiasts: cult film from the 1980s, "Car-Napping: bestellt – geklaut – geliefert"

The 1980s rogue comedy "Car napping: ordered – stolen – delivered" is a cinematic treat for all car fans, and for Porsche aficionados in particular. Motorworld München will be showing the film, which attracted over 15 million viewers when it was first aired, on Monday evening.

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Car tuner Rainer Buchmann, an eminent authority in the tuning scene who designed the world-famous bb Rainbow Porsche, will be there as well. He organised more than 40 Porsche cars for the film, based on the real-life story of gentleman-crook Harry König, which were used during filming in Paris, Cannes and Salzburg.

Rainer Buchmann will be talking about his experiences before the film begins at 7 p.m. on 4 September. And the original bb Rainbow Porsche Turbo Targa from the film will also be on show along with its successor, the Moonracer. The event is open to visitors who hold an admission ticket to Motorworld Mobility Days. Important: Seating is limited, so it will be first come, first served.

MOTORWORLD Mobility Days

3. – 6 September 2023 (Sun - Wed), daily 10 a.m. – 6 p.m

MOTORTREFF

3 September 2023 (Sun), 10 a.m. to 6 p.m.

MOTORWORLD München

Am Ausbesserungswerk 8
80939 Munich

Tickets

Day ticket	€10,00
Event ticket	€25.00
Family day ticket (2 adults, 2 children up to 14 years of age)	€15.00
Schoolchildren & students (school/student ID required)	€5.00
Senior day ticket (from 60 years of age)	€5.00

Information and tickets: <http://motorworld-miaa.de/>

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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 industry.

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, Rüsselsheim and Zurich. The Motorworld Village Metzingen focuses on events.

To satisfy the ever-increasing requirements where environmental protection and efficiency are concerned, the Motorworld Group relies on regenerative

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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.

www.motorworld.de/muenchen/
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