

Press Release

Motorsport VIPs, racing legends and vehicle highlights on stage at the MOTORWORLD Mobility Days

Diverse programme with racing driver Sophia Flörsch, Leopold "Poldi" Prinz von Bayern, top influencer Gercollector and many others, as well as new vehicles, test drives and an after-show party with DJ Black Box

Munich, 28 August 2023. The Motorworld Mobility Days will be shining the spotlight on mobile passion from 3 to 6 September 2023 – with over 40 exhibitors and a diverse programme. The Dampfdom at Motorworld München will become the "Home of Mobility" at the event. Talk show guests will have their say on a variety of topics every day on the AvD Entertainment Stage: celebrities from the world of motorsports, representatives of mobility-related associations and clubs, as well as insiders for classic car topics. Presenter Thomas R. Köhler will be welcoming racing driver Sophia Flörsch, Germany's biggest automotive influencer Gercollector, as well as the BMW M Junior Team together with BMW M legend Jochen Neerpasch and Leopold "Poldi" Prinz von Bayern.

The SONAX Mobility Stage, also located in the "Home of Mobility", will feature not only its namesake, car care product manufacturer Sonax, but also splendid examples of diverse mobility with innovations such as the PAL-V Liberty flying car or off-road vehicles like the 4x4 Grenadier from INEOS and the Jeep Wrangler from ORZ. In addition, SEMCO EXCLUSIVE CARS will be showing the best that megacar manufacturer Koenigsegg has to offer here every day.

Test drives, off-road course, Carrera race track and more

For many models, the motto is "Don't just look; touch and drive!" Tesla, NIO and INEOS, for instance, who can be found on the outdoor grounds in the "Home of Experience", will be offering test drives with various models. INEOS, together with S-Tec and ORZ, will be making hearts beat faster when they display their 4x4 off-

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road vehicles on the off-road course and invite interested onlookers to take a ride. The Red Bull DJ Truck can also be seen and heard here.

Families and slot car fans can have thrilling duels on the Carrera racetrack in the Lokhalle, which is open daily from 10 a.m. to 6 p.m. Ticket holders who want to learn interesting facts about Motorworld München can join one of the three daily guided tours (at 12 noon, 2 p.m. and 4 p.m.).

The after-show party, which will be held on Tuesday evening beginning at 6 p.m., will also be open to all Mobility Days visitors. Internationally renowned Munich DJ and music producer Black Box will be playing his unmistakable beats, featuring a sonorous and rousing mix of melodic house / techno and tech house music, at both the party and every day at the "Home of Mobility". One of the highlights of the evening will be a charity auction with Sophia Flörsch for the Laureus Sport for Good Foundation.

From Sunday to Wednesday: intriguing talk show guests on stage

Sunday (3.9.) begins with the "Fire Up", the official opening of the Motorworld Mobility Days by **Andreas Dünkel, CEO and founder of the Motorworld Group**, and **Sebastian Olsowski, Location Manager of Motorworld München**, on the AvD Entertainment Stage. German rally racer **Christian Geistdörfer** and **Dr. Michael Haberland (from Mobil in Deutschland e.V.)** will be speaking about current automotive topics. In the afternoon, **Karsten Arndt, Alte Schule – der Podcast**, will be joined by classic car and rally expert **Michael Hagemann**.

The BMW M Junior Team – with the young **BMW M works' drivers Dan Harper, Max Hesse and Neil Verhagen** – will be the eagerly awaited guests on **Monday** (4.9). The young racing drivers will be accompanied on stage for the talk show by **BMW M legend Jochen Neerpasch** together with former **racing driver Leopold "Poldi" Prinz von Bayern**, and will be signing autographs afterwards. **DTM racing driver Ricardo Feller**, who will be presented by SONAX, is also sure to infect visitors to the Mobility Days with his racing fever. An autograph session will take

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place later at the SONAX bar. With **Fabian Vettel**, another racing driver with motorsport DNA will do the honours on Monday at a talk and autograph session. Two women will also be taking to the stage. **Motorbike racer Sabrina Sabel** will be speaking about women in the international motorsport scene under the title "Women with Drive", while **racing driver Laura-Maria Geissler** will discuss NFT-based sports financing models. Historic vehicles will be the focus of the DEUVET classic car talk with **Jan Hennen (DEUVET)**.

Car tuner Rainer Buchman (bb auto) will be taking the audience on a journey back to the legendary 1980s, when the rogue comedy "**Car-Napping: bestellt – geklaut – geliefert**" was a box office hit, with a presentation on Monday at 6.30 p.m. An original vehicle from the film, the bb Rainbow Porsche, will also be there. The film will be shown afterwards.

On **Tuesday (5.9.)**, **Germany's best-known car influencer**, the **Gercollector**, will be live on stage. **Author Jürgen Lewandowski** will meet **designer Vittorio Strosek (Strosek Autodesign)** at lunchtime, and long-time former **Mercedes motorsport boss Norbert Haug** will join **DTM driver Clemens Schmid** for the DTM Talk. In the evening, **Sophia Flörsch, racing driver and ambassador for LAUREUS Sport for Good**, will be taking to the stage. Together with **LAUREUS CEO Paul Schif**, she will talk about her career and racing successes, as well as her commitment to LAUREUS.

The **Secretary General of the Automobilclub von Deutschland e.V., Lutz Leif Linden**, will take to the floor on the AvD Entertainment Stage on **Wednesday (6.9.)**. The panel with **Mario Derosa (FIVA Cultural Commission Chairman, President of Initiative Kulturgut Mobilität, member of the automotive parliamentary group in the Bundestag)** and **Marcus Görig (RM Sotheby's Car Specialist)** will discuss the originality of classic cars and their price trends. **2021 DTM champion Maximilian Götz** will be driving onto the Mobility Stage in a Mercedes-Benz AMG GT R in the 'Rote Sau' design and talking about his passion for motorsport.

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Motortreff meeting to kick off the MOTORWORLD Mobility Days

To kick off the "Motorworld Mobility Days", a Motortreff meeting for all brands will take place on Sunday, 3 September, from 10 a.m. to 6 p.m. Bikes, classic cars, sports cars and supercars – all are welcome. The drive-through in the historic Lokhalle will be open. Father & son presenter duo Michael and Jakob Hagemann will introduce the vehicles to the audience in an entertaining and amusing manner.

MOTORWORLD Mobility Days from 3 to 6 September 2023

With the Motorworld Mobility Days, from 3 to 6 September Motorworld München, as the official cooperation partner of IAA Mobility 2023, will once again be shining the spotlight on mobile passion: Prestigious exhibitors such as Tesla, Mercedes-AMG, ABT Sportsline, NIO Fisker, INEOS and Koenigsegg will be presenting their highlights. On show will be hypercars and supercars, electromobility, classic cars, classics-to-be, off-road vehicles and motorbikes, as well as accessories and art.

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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/>

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

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of the most significant collections in motorsport: 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 energy sources, including photovoltaic systems and combined heat and power plants. This saves over 700 tonnes of carbon dioxide every year.

www.motorworld.de/muenchen/
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