

Press Release

**Motorworld Mobility Days in the rear-view mirror:
International scene meeting with four European debuts**

Munich, 11 September 2023. An international scene meeting place, a place to be for car guys and car girls, and a celebration of mobility for young and old with around 25,000 visitors – these were the Motorworld Mobility Days, which kicked off on 3 September with a scintillating Motortreff meeting and crowds of visitors at Motorworld München. Through to 6 September, some 50 exhibitors shone the spotlight on their highlights, among them BMW M Motorsport, Mercedes-AMG, ABT Sportsline, Tesla, Fisker, NIO, INEOS, SONAX, the AvD, Allianz and Mobil in Deutschland e.V., to name but a few. On display were hypercars, sports cars, e-mobility, classic cars, off-road vehicles and motorbikes, but also care products, reconditioners, service providers, art, watches and much more. Insurers Allianz brought an extremely special commitment to the Motorworld Mobility Days: "vr4Kids", an inclusion project for children and adolescents using virtual reality.

"With the Motorworld Mobility Days, we have succeeded in creating a true celebration of mobility – with outstanding exhibits from all eras of automobile history, high-powered racing cars from motorsport, technically perfected hypercars, state-of-the-art electric vehicles and promising visions of the future," concludes Andreas Dünkel, founder and CEO of the Motorworld Group. "My heartfelt thanks go to the exhibitors, the talk guests, the Motorworld team, and all the other partners who enriched the event with their contributions."

Intriguing talks on the AvD Entertainment Stage

On the AvD Entertainment Stage, host Thomas R. Koehler welcomed numerous celebrities from the motorsport scene and industry leaders for talks, including the Gercollector, Germany's best-known mobility influencer, as well as racing drivers Sophia Flörsch, Laura-Marie Geissler and Sabrina Sabel, Brabus CEO and owner

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Constantin Buschmann and luxury car dealer Hamid Mossadegh, former Mercedes motorsport boss Norbert Haug, the BMW M Junior Team together with BMW M legend Jochen Neerpasch and Leopold "Poldi" Prinz von Bayern, together with AvD Secretary General Lutz Leif Linden and many others.

Four European debuts, special models and a flying car

On Sunday evening, Fisker exclusively hosted the first appearance in Europe of Rōnin, PEAR and Alaska, showcasing their future product portfolio and their sustainability and ESG vision to become the world's most sustainable carmaker.

The new Koenigsegg Gemera also made its European debut at the Motorworld Mobility Days. Enthusiastic fans crowded around the CarWalk and the Mobility Stage. The Mega GT is the first Koenigsegg to seat four people; it was presented by Semco, the official Koenigsegg representative in southern Germany.

ORZ, who have been a byword for exclusive and high-quality accessories for the Jeep and RAM brands for more than 27 years, showed four converted Jeeps at the Motorworld Mobility Days, including an ORZ Vehicles JT Hellcat 45-9 and an ORZ Vehicles JL EcoDiesel 45-7. ORZ managing director Patrick Schittko's summary is positive: "At our vehicle presentation of the Jeep Gladiator Hellcat on the Mobility Stage on Sunday, the large audience and positive feedback vindicated our decision to come this event."

The presentation by Dutch manufacturer PAL-V also attracted numerous spectators. They presented their flying car, the PAL-V Liberty, and opened their first showroom worldwide at Motorworld München as part of the Mobility Days.

Marking the 30th anniversary of Roock Racing's first victory at the 24-hour race of Spa-Francorchamps, Fabian Roock was in attendance with several models: Alongside a Porsche 992 GT3 RS, he presented for the first time the Roock 911 RSA 4.2L and introduced the anniversary model, the Porsche 992 RST 570, which is limited to 30 units.

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Test drives with INEOS, Tesla, NIO and Novus, as well as an off-road course

Test drives were offered by several manufacturers: INEOS with the rugged Grenadier 4x4 off-roader as well as electric car manufacturers Tesla and NIO, who were on hand with several vehicles. The new electric motorcycle brand Novus was present with the NOVUS One, the first handmade, full carbon motorbike, which could also be taken for a test ride.

Visitors were able to ride around the off-road course as passengers in genuine cult vehicles from S-Tec, a 100% subsidiary of vehicle manufacturer Magna-Steyr, which has been producing the Mercedes-Benz G-Class for over 40 years. "It was very important for us to be present at the Mobility Days at Motorworld München with our niche product, the G 230 Convertible in the 'Acuma One Design' designed by Merz & Rössler Automobile," said Hubert Rumpl, Senior Manager Service Center Service Technologies, and Gerhard Merz, Managing Director of Merz & Rössler Automobile. "On the thrilling off-road course, we were able to show a G 230 and our Pinzgauer 6x6 in action and present them to the German market."

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 motorsport: The private collection of Formula 1 legend Michael Schumacher.

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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.

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