

Press Release

Motorworld Group on course for expansion: New location planned in Bulgarian capital city, Sofia

Proven Motorworld concept with vehicle dealerships, workshops and event locations; contract signed with cooperation partners

Schemmerhofen/Sofia, 7 December 2023. The Motorworld Group is continuing to expand its international portfolio with plans for a new location in the Bulgarian capital city, Sofia. At the end of November, the Motorworld Group signed a cooperation agreement for the new location with local partners M Car Premium, Bulgarian Airways Group and M Trucks Bulgaria. The three companies belong to a corporate group with extensive expertise in both the automotive and property sectors. This makes them ideal partners for the expansion and for establishing a Motorworld location in Sofia.

With the new location, the Motorworld Group will fulfil an existing, but previously unmet demand for premium-quality vehicles and associated services in Bulgaria. "There are many passionate car collectors in Bulgaria, where there is a very up-and-coming market and cars are very important," explains Andreas Dünkel, founder and CEO of the Motorworld Group. "A large proportion of the Bulgarian population lives in Sofia and the outlying districts, so this will be an ideal location for Motorworld. We are looking forward to making a contribution to the local and international automotive culture with our new site."

Motorworld Bulgaria: showrooms, workshops and event locations

The new location promises to expand the range of exclusive vehicles and services, and will be a treasure trove for automotive enthusiasts. As in other cities, Motorworld has envisaged the revitalisation of a historic industrial site with a great deal of charm and potential for housing dealer showrooms, workshops and other

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mobility-related services. Also part of the concept are event locations for conferences, seminars, galas and other functions. By combining tradition, innovation and passion, over the next few years the Motorworld location in Sofia will create a platform that will further promote the fascination for mobility in Bulgaria and beyond.

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 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, winning many national and international awards. 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 since been 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. 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, Motorworld Mallorca and the planned Motorworld Bulgaria. 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 Dünkel corporate group, including the Motorworld Group, relies on regenerative energy sources, including photovoltaic systems and combined heat and power plants. This saves over 10,000 tonnes of carbon dioxide every year.

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