

Press Release

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MOTORWORLD Group supports Dörr Motorsport in its debut in the DTM

Schemmerhofen, 8 April 2024: In the 2024 season, Dörr Motorsport will be competing in the DTM for the first time with two McLaren 720S GT3 EVO vehicles and its own team and, with the two drivers Clemens Schmid and Ben Dörr, will be facing off against competitors from Audi, BMW, Ferrari, Lamborghini, Mercedes-AMG and the reigning title defenders Porsche. Also on board for this debut is the Motorworld Group, which is supporting Dörr's involvement. The visible highlight of the partnership is the MOTORWORLD DTM LOUNGE in the paddock areas of the racetracks. In addition, the Motorworld logo can also be found on the racing cars and team clothing of Dörr Motorsport.

"Mobile passion is firmly anchored in our DNA, and the topic of motorsport is an important component," explains Andreas Dünkel, founder and Chairman of the Motorworld Group. "The long-standing relationship with the Dörr Group has its origins at the Motorworld locations in Munich, Berlin and Stuttgart. The network and target group of our two brands complement each other perfectly. With our involvement in the DTM racing events, we are strengthening our cooperation once again."

Motorsport in many facets

The cooperation with Dörr Motorsport complements Motorworld's previous motorsport activities. For example, Motorworld Köln-Rheinland has been home to one of the world's most important racing collections since 2018: the Michael

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Schumacher Private Collection, which presents several F1 cars of the seven-time Formula 1 world champion, among other things. Unique treasures and originals from the career of racing legend Hans Herrmann can be seen in the Hans Herrmann Gallery at Motorworld Region Stuttgart.

Other changing motorsport exhibitions and individual exhibits are regularly on show at the locations in Germany and Switzerland as well as at trade fairs, for example at Motorworld Munich, which hosted a live broadcast of the Grand Prix from Bahrain to mark the start of the Formula 1 season at the beginning of March. A particular highlight here was the Benetton Ford B194-5, in which Michael Schumacher won his first world championship title in 1994 - 30 years ago! - and thanks to a spectacular "fire-up" also could also be heard.

In addition, the Motorworld locations are regular starting and finishing points for rallies, such as the "Olympic Rally '72 Revival", which took place from 8 to 13 August 2022 with the world-famous racing driver Walter Röhrl, analogous to the original 1972 Olympic Rally from Kiel to Munich.

Motorworld also supports BMW M Motorsport. One element of the cooperation is a flat at Motorworld Munich, which Motorworld is making available to the racing drivers Dan Harper, Max Hesse and Neil Verhagen as a home base during their training phase.

The motorsport theme is also reflected in the seminar and conference areas at the Motorworld locations. In Munich, for example, three conference rooms are dedicated to the internationally renowned rally greats Hans-Joachim "Strietzel" Stuck, Leopold "Poldi" Prince of Bavaria and Walter Röhrl with Christian Geistdörfer. In Stuttgart, there are conference rooms dedicated to the motorsport legends Jacky Ickx, Jochen Mass and Hans Herrmann.

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There are also sim racing providers at a number of locations where you can immerse yourself virtually in the world of motorsport. And for those who would like to experience the racetrack in real life, Motorworld offers the Motorworld Trackdays, which include professionally supervised driver training sessions.

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 which will be opened in Winter 2024 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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