

Press Release

Motorworld Mallorca: first warm-up event for car and motorcycle enthusiasts on Whit Sunday

Mallorca's future scene meeting place for driving culture, lifestyle, events and conferences presents itself to the public for the first time. Visitors are invited to the first open-brand car and motorcycle meeting to be held on 19 May 2024

Palma de Mallorca, 7 May 2024. Classic cars, classics-to-be, sports cars and supercars, as well as motorcycles – they are all very welcome on Whit Sunday, 19 May 2024, when Motorworld Mallorca invites visitors to a warm-up on its grounds from 12 - 7 p.m. The focus is on mobile passion. There will be special vehicles on display from both various exhibitors as well as private owners, whose classic cars and supercars will have their own show parking area. Free guided tours of the construction site will give visitors an impression of what the future Motorworld, which is scheduled to open in winter 2024, will look like. Younger guests can look forward to fun and action. Several food trucks will also be present, offering sweet, savoury and vegan dishes as well as beverages. Admission is free.

Motorworld Mallorca is currently being built on an area covering over 80,000 square metres on the site of a former Coca-Cola plant located directly on the MA 19 motorway between the airport and Palma. The shell structure has been completed and work on the façade and interior is currently underway.

Visitors to the warm-up will have the opportunity to take a guided tour of the construction site to get a clearer idea of the new Motorworld location. Spaces for showrooms, workshops and shops, mobility services and vehicle maintenance

MOTORWORLD Group
Ferdinand-Dünkel-Str. 5
88433 Schemmerhofen

Press contact details:

Wiebke Deggau
Phone +49 (0)7356-933-580
Mobile +49 (0)177 47 18 031
Mail presse@motorworld.de

www.motorworld.de

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shops, as well as exclusive car, bicycle and motorcycle rental companies and offices, are currently being developed here on two levels. Dealers in luxury vehicles, supercars, classic cars, motorcycles and exclusive boats, as well as workshops and mobility-related service providers, alongside retailers, gallery owners and agencies with suitable (lifestyle) products and offerings for passionate vehicle fans, will be located here.

Owners of collectors' vehicles will have the opportunity to lease glass boxes in which they can present their motoring gems in the best possible conditions and store them safely. The boxes are accessible around the clock. There are also plans for premises for restaurants, bars and cafés. The concept additionally includes event, meetings and conference areas, which can now be booked for 2025 through the Motorworld Mallorca event team.

At a glance: Motorworld Mallorca Warm-Up

When? 19 May 2024, 12 - 6 p.m.

Where? Motorworld Mallorca, Cami Vell de Lluçamajor, 112, 07007 Palma de Mallorca

Show parking area for classic cars, sports cars and supercars; visitor parking spaces available. Free admission.

www.motorworld.de/mallorca/
www.facebook.com/motorworldmallorca

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.

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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 Bulgaria 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 Dünkel corporate group, including the Motorworld Group, relies on regenerative energy sources such as photovoltaic systems and combined heat and power plants. This saves over 10,000 tonnes of carbon dioxide emissions every year.

www.motorworld.de

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