

Press Release

Motorworld Mallorca is open: scintillating start last weekend

Meeting point and scene highlight for mobility, driving culture, lifestyle and events – open all year round with free admission

Palma de Mallorca, 16 April 2025.

Over 1,300 invited VIP guests attended the grand opening on Friday evening. The long-awaited public opening took place on Saturday and Sunday. Over 15,000 visitors came to see the new paradise for fans of classic cars, supercars, motorcycles, boats and more. The automotive world of experiences is ideally situated on the 80,000 square-metre-large site of a former Coca-Cola plant directly on the MA-19 highway between the airport and Palma. Visitors can look forward to a place that not only makes the hearts of car enthusiasts beat faster but will also appeal to everyone looking for a unique event venue. For everyone who wasn't there last weekend: Motorworld Mallorca is open all year round with free admission.

A whole world of mobility spread over 15,000 square metres: supercars, classic cars, collectors' vehicles, electromobility, motorbikes, and everything else that goes with them such as accessories and lifestyle products as well as art and entertainment. "We are delighted to be creating a space for the fascinating world of mobility on one of the most beautiful islands on the globe," explains Andreas Dünkel, founder and CEO of the Motorworld Group. "With an international audience and excellent infrastructure, Majorca offers enormous potential and is the perfect location for our concept."

MOTORWORLD Mallorca

Camí Vell de Llucmajor, 112
07007 Palma de Mallorca
Phone: + 34 971 599 449
Mail: mallorca@motorworld.de

www.motorworld.de/mallorca/

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

Retail outlets, workshops and glass boxes

The showrooms and workshops for dealerships, mobility services and vehicle servicing, together with exclusive car rentals and offices, are located on two levels in the former factory building. Among the companies that will be based at Motorworld Mallorca in the future is the Dörr Group, which offers servicing and other services for the entire range of products in their portfolio covering brands such as Aston Martin, McLaren, Lamborghini, Bugatti and Triumph motorcycles. They are accompanied by Brunold Automobile with Jeep brand vehicles and Christian Abt Classic, who focus primarily on Porsche and Ferrari sports and racing cars. Thomas Exclusive Cars Mallorca deal in exclusive, pre-owned vehicles from Ferrari, Lamborghini, Rolls Royce, Aston Martin and Bentley. Sportwagen Genssler have sports, luxury and premium automobiles on offer (for both hire and sale) including brands such as Porsche, Mercedes, BMW, Audi and ABT Sportsline. Autohaus Steppe present select vehicles from the Corvette brand. GT Rentals rent out a large selection of super sports cars here and refurbish vehicles. Volmer-Motors-Classic-Cars stands for passion, perfection and expertise in the field of classic automobiles. Old Money Cars by Schatz Historic present classic Mercedes-Benz vehicles. Scuderia Sauer specialise in Italian and German sports cars. G BRIO create individually configurable and fully restored Mercedes G Class vehicles as convertibles. Offtrack stand for individually configurable camper vans with high-quality real wood interiors. Piad CH are here with their car pads. Mechatronics and Lenkwerk are also on board.

Special driver experiences are offered by the SimRacing Center Mallorca. Sitting in their racing simulators, visitors can live out their passion for motorsport, feel the speed and immerse themselves in a full-action world.

MOTORWORLD Mallorca

Camí Vell de Llucmajor, 112
07007 Palma de Mallorca
Phone: + 34 971 599 449
Mail: mallorca@motorworld.de

www.motorworld.de/mallorca/

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

The Merk & Merk Yachting Boutique offers exclusive mobility on the water with the purchase, sale and management of new and pre-owned luxury yachts. The X Shore brand stands for a new era of boating: emission-free, powerful and elegant. The entire fleet can be experienced at the X Shore Test Center run by M Yachts.

For owners of collectors' vehicles there are 60 glass boxes in which they can present their motoring gems under the best possible conditions and store them safely. The boxes are accessible around the clock.

MOTORWORLD Inn and MOTOMIO: restaurant and coffeebar with experience character

A new place-to-be on Majorca will be the restaurant Motorworld Inn and the coffeebar MOTOMIO. The exceptional atmosphere allows guests to immerse themselves in the automotive past of the Sixties through to the Eighties. Decorative Majorcan elements reminiscent of a 1970s harbour complement the nostalgic workshop ambience. Special details include a lounge underneath a platform lift with a boat or a bright yellow Lamborghini hanging upside-down from the ceiling. Another highlight is the stylishly designed terrace with its outdoor bar, comfortable lounge furniture and generously sized parasols. Where hospitality is concerned, everything revolves around choice classic dishes from the automotive nations of the United States, Italy and Germany. They are complemented by a selection of vegetarian and vegan dishes as well as grilled steaks and seafood.

MOTORWORLD DRIVERS LOUNGE: co-working and meeting place

In the exclusive Drivers Lounge, members will find 300 sqm of business and relaxation spaces in private surroundings for daytime use with work, office, meeting and lounge rooms. Alongside all the technical facilities, guests can enjoy a first-class service and individual catering from a cup of espresso to a business

MOTORWORLD Mallorca

Camí Vell de Llucmajor, 112
07007 Palma de Mallorca
Phone: + 34 971 599 449
Mail: mallorca@motorworld.de

www.motorworld.de/mallorca/

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

lunch. If you are interested in a membership, please contact the centre management of Motorworld Mallorca.

Unique event venue: prime location, sun, palm trees and fascinating vehicles

Presentations, meetings and conferences, galas and parties – all kinds of events for 2 to 2,000 persons can in future be hosted at Motorworld Mallorca. The centrepiece is the spacious Motorworld Mobility Hall with its area of around 2,400 square metres. It is complemented by ten conference rooms of between 14 and around 185 square metres in size, all individually designed with many details and technical refinements. There is a large outdoor area that can be used as well. An eye-catcher here are two listed, professionally renovated Majorcan windmills whose sails are now turning once again.

The event, meeting and conference spaces can be booked through the event team at the location by calling +34 677 344508 or sending an email to events-mallorca@motorworld.de.

"Majorca has been one of the most popular destinations for automobile presentations for years thanks to its excellent connections to numerous German and international airports, the stable weather all year round and its superbly developed infrastructure," says Marco Bartels, Center Manager of Motorworld Mallorca. "Motorworld Mallorca offers the perfect ambience for these and many other events and is ideally situated thanks to its close proximity to the airport and Palma."

Practical and convenient for visitors are the around 400 parking spaces.

Sustainability is another key aspect of the project. With 16 charging stations in the car park (from the summer of 2025) and a photovoltaic system covering 4,500 sqm

MOTORWORLD Mallorca

Camí Vell de Llucmajor, 112
07007 Palma de Mallorca
Phone: + 34 971 599 449
Mail: mallorca@motorworld.de

www.motorworld.de/mallorca/

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

installed on the roof, which generates around 427,000 kWh of electricity per year,
Motorworld Mallorca is also committed to climate protection.

MOTORWORLD Mallorca

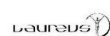
Camí Vell de Llucmajor, 112
07007 Palma de Mallorca
Phone: + 34 971 599 449
Mail: mallorca@motorworld.de

www.motorworld.de/mallorca/

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



The new Motorworld Mallorca can be found here:

MOTORWORLD Mallorca

Camí Vell de Llucmajor, 112

07007 Palma de Mallorca

www.facebook.com/motorworldmallorca and www.instagram.com/motorworld_mallorca/

For more information about Motorworld Mallorca: www.motorworld.de/mallorca/

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. Motorworld Mallorca opened in April 2025.

Other already partially active locations currently at the planning stage or under construction are Motorworld Zeche Ewald-Ruhr, Motorworld Luxembourg and 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 such as photovoltaic systems and combined heat and power plants. This saves over 10,000 tonnes of carbon dioxide emissions every year.

MOTORWORLD Mallorca

Camí Vell de Llucmajor, 112
07007 Palma de Mallorca
Phone: + 34 971 599 449
Mail: mallorca@motorworld.de

www.motorworld.de/mallorca/

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



www.motorworld.de

www.facebook.com/MotorworldGroup

www.instagram.com/motorworld_group

www.linkedin.com/company/motorworld-group/

MOTORWORLD Mallorca

Camí Vell de Llucmajor, 112
07007 Palma de Mallorca
Phone: + 34 971 599 449
Mail: mallorca@motorworld.de

www.motorworld.de/mallorca/

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

