

Press Release

Motorworld Mobility Days at the IAA Mobility 2025: meeting place for automotive passion and lifestyle

**Cooperation with the IAA Mobility 2025, diverse programme at
Motorworld München, open daily with free admission**

Munich, 26 August 2025. Motorworld is shifting up a gear for the IAA Mobility 2025: as official cooperation partner, the automotive world of experiences will be presenting a diverse programme during the IAA Mobility from 9 - 14 September 2025. With passion, horsepower and emotion, it will bring the scene together and, with the Motorworld Mobility Days, become the ultimate meeting place for passionate car fans, bikers, collectors, industry professionals and everyone who wants to experience the fascination of mobility at first hand. Motorworld will also be present in the Open Space and on the exhibition grounds.

Generally speaking, Motorworld is where driving culture can be experienced with all the senses before, during and after the IAA Mobility. Such diversity can be found nowhere else in Munich: over 30 of the world's most exclusive vehicle brands, hundreds of exhibits, numerous shops, several restaurants and cafés, as well as sufficient parking spaces. For the Motorworld Mobility Days, the world of experiences and its local partners have prepared a number of special elements and will be presenting exceptional exhibits and offering special discounts, special menus and competitions. Admission is free. Here are the highlights:

Motorworld at the IAA Mobility 2025:

IAA Open Space: spectacular vehicles on the Königsplatz

On 9 - 14 September 2025, Motorworld will be presenting itself on Königsplatz, which is part of the IAA Mobility 2025 Open Space. Several spectacular vehicles will be on display there.

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Motorworld at the "IAA Summit" at the Munich Exhibition Centre

Motorworld will also be present at the "IAA Summit", the central B2B event of the IAA Mobility at the Munich Exhibition Centre. It will be welcoming the media and trade visitors to Hall A3, Booth B22, from 9 to 12 September 2025, as well as on Press Day (8 September 2025).

Motorworld Mobility Days at Motorworld München:

Motorworld Book Prize & Carspotter Award

This year, for the 20th time, the Motorworld Book Prize will be awarded to outstanding books dedicated to automotive culture and mobility. The IAA Mobility and the Motorworld Mobility Days offer the perfect stage: the award ceremony will be taking place on **Wednesday, 10 September 2025, at 2 pm** in the midst of the impressive Lokhalle at Motorworld München.

Directly afterwards, Motorworld will be hosting the presentation of the Carspotter Award. Important: car spotters and amateur photographers have until 31 August 2025 to submit their photographs with motifs of automobiles and Motorworld. The three most enthralling pictures will be honoured. For further information, please visit [Motorworld Carspotter Award](#).

Literature fans, car spotters and anybody else who is interested are welcome to attend both award ceremonies. Registration is not necessary.

Motorworld GRID: start in the pole position

Automotive passion par excellence can be experienced at the GRID at Motorworld München from 12 - 14 September 2025. This is the best starting point in the direction of the IAA Open Space to the Motorworld VIP parking spaces in the immediate vicinity of Königsplatz. The GRID will be presented and staged in typical racetrack manner. Drivers who would like to take part with their vehicles can register at [Motorworld GRID](#).

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Motorworld München: GRID party on Friday & Saturday

After the GRID on **12 and 13 September 2025**, it will not just be the engines at Motorworld München that will be providing great sounds, but the musical beats as well. Motorworld will be inviting visitors to the GRID party with a DJ host on the area in front of the Motorworld Inn from 5 pm – with an open end. Snacks and drinks will be available at the Motorworld Inn bar. Admission is free with no registration required.

From classic cars to hypercars: Motortreff meeting celebrates mobility

Driving culture in all its diversity can be experienced on 13 and 14 September 2025 when Motorworld München will be inviting visitors to an open-brand Motortreff meeting from 10 am to 5 pm. They can look forward to a colourful mix of classic cars and classics-to-be, motorcycles, together with sports cars, supercars and hypercars. The highlight will be an original BMW Sauber Formula 1 racing car from 2007.

An IAA special this year with a real Formula 1 feeling will be the hall drive-through. Groups of 15 cars can drive onto the GRID for a short photo stop. To register visit: [MOTORTREFF drive-through](#). Visitors without their own vehicle have the opportunity to book a special car at [Hot Rod Fun](#).

Not only that, but racing drivers of all ages can put their driving skills to the test on the Carrera track. Motorworld will also be offering free guided tours every two hours between 10 am and 4 pm.

The Motorworld Mobility Days at a glance:

- **Motorworld in the IAA Open Space area** Königsplatz/Munich: Tue – Sun, 9 – 14 Sept. 2025, public
- **Motorworld at the IAA Summit**
Munich Exhibition Centre, Hall A3, Booth B22: Tue – Fri, 9 – 12 Sept. 2025,
Press day: Mon., 8 Sept. 2025, for trade visitors and media, opening hours and tickets: www.iaa-mobility.com

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- **Award ceremony Motorworld Book Prize & Motorworld Carspotter Award**

Motorworld München: Wed, 10 Sept. 2025, 2 pm, public

- **Motorworld GRID**

Motorworld München: Fri – Sun, 12 – 14 Sept. 2025, registration required:

[Motorworld GRID](#)

- **GRID party**

Motorworld München: Fri & Sat, 12 & 13 September 2025, 5 pm – open end, public

- **Motortreff Motorworld Mobility Days**

Motorworld München: Sat & Sun, 13 & 14 Sept., both days 10 am – 5 pm,

public | registration for drive-through: [MOTORTREFF drive-through](#) &

registration for the GRID [Motorworld GRID](#)

More Information about the Motorworld Mobility Days at: www.motorworld-miaa.de

About MOTORWORLD München

With Motorworld München, an automotive world of experiences in a new dimension 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 classic cars and classics-to-be, supercars, collectors' cars, limited editions, bikes and boats, over 30 of the world's most valuable and exclusive vehicle brands, a comprehensive range 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 listed locomotive hall which, with its gigantic scale – 185 metres long, 90 metres wide and up to 18 metres high – is one of Europe's biggest historical free-supporting, steel structure halls. free admission 365 days a year.

To satisfy the ever-increasing requirements where environmental protection and efficiency are concerned, Motorworld München relies on regenerative energy sources, including photovoltaic systems and combined heat and power plants. This saves over 780 tonnes of carbon dioxide emissions every year.

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