

Press Release

VIEROL new Global Preferred Partner of the Motorworld Group

A shared passion for mobility and automotive culture – partnership to begin on 1 January 2026

Schemmerhofen/Oldenburg, 25 November 2025. VIEROL AG and the Motorworld Group announce a strategic cooperation: VIEROL will become a Global Partner of the Motorworld Group on 1 January 2026. Both companies share a passion for mobility, technology and automotive culture. While historical and modern vehicle culture can be experienced at the Motorworld locations, VIEROL ensures a reliable supply of spare parts and technical expertise in everyday automotive life. Together, the partners stand for quality, innovation and the promotion of a sustainable mobility culture – in both the classic vehicle segment and in modern application areas.

The goal of the cooperation is to consistently exploit synergies and effectively combine the companies' respective strengths – automotive-cultural worlds of experiences on the one hand, technical excellence and expertise in replacement parts on the other.

"VIEROL is a perfect fit for our community of automotive enthusiasts, dealers, manufacturers and service providers," says Felix Oberle, Managing Director of the Motorworld Group. "Together, we are creating new points of contact between technology and passion in our automotive worlds of experiences."

"The partnership offers us the ideal platform for bringing the VIEROL brand to life for a large, car-savvy audience. We demonstrate our passion for individual mobility and enthusiasm for automotive technology in the development of our EXPERT KITS+ repair solutions, which we can ideally present to our national and

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international customers at Motorworld's world of experiences," explains Ulf R. Koschig, Deputy CEO of VIEROL AG.

Among other aspects, the partnership also encompasses a strong brand experience at the five Motorworld locations in Cologne, Munich, Majorca, Stuttgart and Zurich, where VIEROL is also planning various customer and community events. A special highlight is the scheduled presentation of the VAICO DTM GT3 Porsche at Motorworld Mallorca.

"As medium-sized family businesses, VIEROL and Motorworld are a perfect match," says Andreas Dünkel, founder and CEO of the Motorworld Group. "We share the same values, namely corporate responsibility across the generations, an enthusiasm for mobility and putting our heart and soul into everything we do."

"Together with Motorworld, we combine technical excellence with emotional vehicle culture. The fascination of automobiles in this environment creates an exceptional setting for encounters with workshops and car enthusiasts," adds Ibrahim Chahrour, Head of Marketing & Innovation Management at VIEROL.

VIEROL AG

VIEROL AG, based in Oldenburg, Germany, is an international trading company specialising in electronic components, engine management and automotive wear parts. Since its establishment in 1977, VIEROL has grown into a globally respected specialist for spare parts in the fields of electronics, engine control and comfort systems. With the brands VEMO, VAICO and ACKOJA, VIEROL offers a broad portfolio of high-quality products in OEM quality and supplies customers in over 125 countries. The offering is complemented by state-of-the-art logistics centres with highly automated processes that ensure fast and reliable supply to the global market.

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MOTORWORLD Group

The independent Motorworld Group emerged from the Dünkel Holding corporate group

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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 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 2021, while the new Motorworld Mallorca started operating in April 2025.

Other already partially active locations currently at the planning stage or under construction are Motorworld Berlin, Motorworld Zeche Ewald-Ruhr, Motorworld Luxembourg and Motorworld Bulgaria in Sofia. Locations in keeping with the Motorworld Manufaktur concept are to be found in 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.

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