

Press release

A unique 'Home of Mobility' is taking shape at the Hockenheimring

The new Motorworld Hockenheimring will combine the race track, an interactive experience centre, events, retail and hospitality to create a year-round destination with international appeal

Schemmerhofen/Hockenheim, 9 October 2026. Motorworld Hockenheimring will create an extraordinary 'Home of Mobility' at one of Europe's most historic motorsport venues. Spanning a floor area of over 28,500 sqm, Motorworld Hockenheimring will establish itself as a unique centre that brings together motorsport, retail, workshops, service providers, business, hotels, catering, events and a passion for motoring under one roof. The Hockenheimring, which hosts over 600 events annually with around 700,000 visitors, is joining forces with the Motorworld experience centre to form a mobility and events hub that will be unrivalled in Europe. The Motorworld Group, an experienced developer and operator of multi-award-winning mobility and experience destinations, is behind the project. Furthermore, with more than 40 of the world's most renowned vehicle brands at its sites, Motorworld brings together the industry's international 'who's who' of brands.

"With Motorworld Hockenheimring, we are realising one of the most significant projects in the history of our group of companies. For many decades, the Hockenheimring has enjoyed international renown and held an emotional appeal like almost no other venue in the mobility sector. This

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new venture creates a 'Home of Mobility' that brings together motorsport, retail and events in a unique way. An outstanding meeting place that, as a business, events and centre of excellence for premium brands and high-quality services, will provide vital new impetus," explains Andreas Dünkel, founder and chairman of the Motorworld Group. Jochen Nerpel, managing director of Hockenheim-Ring GmbH, adds: "Motorworld is a milestone for the long-term development of the Hockenheimring. The partnership combines the expertise and networks of two established brands to create a forward-looking offering that will attract new target groups. Together, we will develop new formats for experiences, events, retail, business and hospitality that will bring the Hockenheimring to life all year round and sustainably strengthen its status as an international destination."

These shared plans for the future are matched by the venue's excellent location. Situated in the heart of the Rhine-Neckar metropolitan region and with superb links to Germany's economic centres, the racetrack offers ideal conditions. Its proximity to the A5 and A6 motorways, as well as to Frankfurt and Stuttgart airports, makes Motorworld Hockenheimring a central meeting place for visitors, businesses, brands and motoring enthusiasts from all over the world.

A location steeped in history and with a bright future

Since it opened in 1932, the Hockenheimring has been synonymous with mobility, speed and innovation. What began as a motorbike circuit and later gained worldwide fame as a venue for international motorsport events has evolved into a destination for experiences and socialising that extends

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far beyond motorsport. Building on this foundation, Motorworld Hockenheimring is creating a vibrant world of experiences on a whole new scale. 365 days a year, Motorworld Hockenheimring invites visitors to experience the fascination of mobility up close.

A forward-looking fusion of the race track and the theme park

Das What makes Motorworld Hockenheimring special is its combination of a race track, a mobility centre, an experience destination, retail space and hospitality facilities. This creates a unique new mobility and events hub where brands, companies, service providers and mobility enthusiasts can come together in one place, benefit from one another and forge new synergies.

Retail spaces, showrooms and workshops

A key component of the project is the more than 8,000 sqm of retail, showroom and workshop space. Here, dealers will showcase high-quality collector's cars, classic cars, supercars, hypercars and motorbikes in an environment that brings all facets of mobility to life. The offering is complemented by accessories, clothing and lifestyle products, as well as specialist service providers and suppliers for vehicle detailing, customisation, care, maintenance and high-performance solutions. A closely integrated ecosystem of selected industry partners spanning the entire automotive customer journey offers valuable synergies for customers, businesses, partnerships and brands. Motorworld Hockenheimring will thus become not only a showcase for the international

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mobility industry, but also a major business hub for trade, services and aftercare.

Glass boxes: An exclusive showcase for rare cars

One of the highlights is the 64 glass display bays, which span several levels and provide an exclusive showcase for vehicles. Whether supercars, hypercars, racing cars, classic cars or rare collector's items, with or without road registration: the glass display bays offer secure storage whilst providing an exclusive setting. These mobile treasures are accessible to their owners at any time.

New restaurant and coffee bar with a view of the race track

With the addition of another restaurant and a coffee bar, the venue gains further culinary attractions whose appeal extends far beyond the traditional events held at the Hockenheimring. The new restaurant, with over 200 seats, combines the distinctive Motorworld atmosphere with a modern dining and hospitality concept, and is set to establish itself as a vibrant meeting place for guests, businesses and motorsport fans alike.

The coffee bar adds another highlight with its unique view of the start-and-finish straight. This creates a place where motorsport can be experienced up close and where the quality of the visitor experience directly complements the world-famous Hockenheimring track experience.

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New four-star themed and design hotel

The new hotel is set to be another highlight of the site. The planned four-star hotel will feature 159 rooms, including spectacular car suites with a car lift, individually designed themed rooms and modern standard rooms. With its distinctive ambience and consistent focus on the world of mobility, the hotel itself becomes an experience in its own right, celebrating the fascination with motorsport, motoring culture and automotive icons in a unique way through its stylish design. A particular highlight is the aforementioned car suites, which allow guests to keep an eye on their car or motorbike at all times. Furthermore, the balconies of many rooms offer a direct view of the race track, allowing guests to experience the unique atmosphere of the Motodrom from the front row. The hotel's facilities are rounded off by a high-quality spa and fitness area, which combines comfort, relaxation and active recreation into a feel-good experience.

Furthermore, the hotel, restaurant and coffee bar come together to create an offering that extends far beyond individual events. They enrich the venue throughout the year and make Motorworld Hockenheimring a meeting place for guests from the region, business travellers, tourists and visitors from both Germany and abroad.

A new chapter for the existing Hotel Motodrom

as the Motorworld Inn Hotel with the Motorworld Inn Restaurant

At the Hockenheimring, the Motorworld Inn Restaurant is set to open on 21 November 2026, providing a new meeting place for connoisseurs and motorsport enthusiasts. With this à la carte restaurant, designed in the

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Motorworld Inn's signature workshop style, the long-established Hotel Motodrom is expanding its offering with an attractive dining experience that will be open all year round. The menu features a wide selection of steaks, burgers, pasta and pinsa, as well as regional specialities. Flexible function rooms for conferences, seminars and events complement the concept, making the restaurant the ideal venue for corporate functions and private celebrations alike.

At the same time, the gradual transformation of the Hotel Motodrom is continuing as part of the overall Motorworld Hockenheimring project. Once the refurbishment and modernisation work is complete, the hotel will be operated under the name Motorworld Inn Hotel. This will create a modern hospitality destination that uniquely combines accommodation, dining and automotive experiences. The work is scheduled for completion in the second quarter of 2027.

Conferences, events and business on an international scale

Event hall with a direct view of the race track

Plans include more than 1,600 sqm of conference and event space, comprising rooms of various sizes. These are complemented by a multifunctional event hall covering over 1,300 sqm with a direct view of the race track. It provides the ideal setting for events accommodating up to 1,800 people. The combination of professional infrastructure and the unique atmosphere of the Hockenheimring lends every event a special character.

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Equipped with modern event and media technology, flexible room layouts and spacious backstage and service areas, the event spaces offer ideal conditions for conferences, meetings, congresses, product presentations, gala events, trade fairs and corporate events of all sizes.

Its location right next to the Hockenheimring, excellent accessibility and the seamless integration of event spaces, the hotel, catering and hospitality facilities with ample parking create an exceptional event venue. Companies and event agencies benefit from an environment that enables efficient organisation and impressive staging.

Clear the ring for sustainability

Sustainability is already a key component of site development at the Hockenheimring. Under the motto 'Lights on Green – Our Race for Change', the Hockenheimring is bringing its activities together and pursuing the goal of consistently driving forward sustainable innovations for motorsport, events and infrastructure. The focus is on issues such as waste prevention, CO₂ reduction, energy efficiency and resource-conserving management. With a holistic approach, the Hockenheimring is emerging as a pioneer for sustainable event and mobility concepts in Europe.

Motorworld Hockenheimring: The Home of Mobility

Together, the Motorworld Group and Hockenheim-Ring GmbH are launching a project that will set new standards. The interplay between an iconic race track, an interactive experience centre, retail, services,

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business, hotels, catering and events creates a fascinating overall concept. Motorworld Hockenheimring is set to become a flagship project for mobility – a vibrant meeting place for people, brands, companies and ideas. Here, motorsport tradition, mobility culture, events and visions for the future come together to form a destination with international appeal, open 365 days a year.

About the Motorworld Group

The Motorworld Group is an independent group of companies that emerged from the Dünkel Holding group, based in Schemmerhofen (Baden-Württemberg, Germany). The origins of this family-run business date back to 1930.

The Motorworld Group develops, builds and operates themed experiences dedicated to a passion for motoring. Taken as a whole, it is regarded as the world's largest, multi-award-winning, brand-independent sports car and classic car centre, bringing together the 'who's who' of the entire motoring industry with over 40 of the world's most valuable and exclusive vehicle brands.

The first venue is Motorworld Region Stuttgart in Böblingen, which opened in 2009 and has been expanded several times since then. Further projects and activities under the MOTORWORLD® brand have been launched in recent years. Motorworld Köln, Rheinland, is based on the same concept. It is home to one of the most significant collections in motorsport: the private collection of Formula 1 legend Michael Schumacher. Another spectacular venue is the impressive and versatile Motorworld München. Motorworld Mallorca opened its doors in April 2025.

Other sites currently in the planning and construction stages, or already partially operational, include Motorworld Berlin, Motorworld Zeche Ewald Ruhr, Motorworld Bulgaria in Sofia and Motorworld Hockenheimring. The sites in Rüsselsheim and Zurich follow the concept of the Motorworld Manufakturen. Motorworld Village Metzingen focuses on events.

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About the Hockenheimring

The Hockenheimring Baden-Württemberg is one of the world's best-known and most historic race circuits. Since the Hockenheimring opened in 1932, the circuit has hosted countless motorsport events, including the Formula 1 German Grand

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Prix, the FIA GT Championship, the German Motorcycle Grand Prix, NitrOlympX, the IDM and the DTM. As well as motor racing, the Hockenheimring is also renowned as a venue for Germany's largest open-air concerts and, since 2023, for the Glücksgefühle Festival. As a multifunctional venue, the circuit can be used for a wide range of events, such as industrial and motorsport testing, driving courses and experiences, workshops and conferences, product presentations, incentive events and congresses.

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