

# Joint Press Release

## IAA Heritage by MOTORWORLD to start in 2019

IAA 2019 takes new direction – Experience the future of mobility with new formats and offers

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The IAA Cars 2019, which will take place in Frankfurt from September 12 to 22, is the leading international platform for the mobility of tomorrow. The IAA 2019 is heading into new territory by launching new formats such as the IAA Conference and the IAA Experience. These new formats are intended to give IAA visitors an all-round experience of the mobility solutions of tomorrow. This is one reason why the IAA slogan is “Driving tomorrow.”

For the first time, the Motorworld Group will be represented as a partner at the IAA Experience, according to an announcement by the German Association of the Automotive Industry (VDA) as the organizer of the IAA, and the Motorworld Group. Together they have elaborated a new concept that will form part of the IAA Experience, emphasizing and expanding the experience of mobility on the IAA show grounds in Frankfurt. Its name: the “IAA Heritage by MOTORWORLD.”

The IAA Heritage by MOTORWORLD will be located directly at the Torhaus entrance to the Frankfurt trade fair grounds and occupy a total hall area of over 11,000 square meters. The new format will be devoted exclusively to classic cars and motorcycles in the premium segment and to related high-end skilled trades and service providers.

The IAA Heritage by MOTORWORLD will offer exhibitors a unique international platform. It will give exhibitors and visitors a concentrated, high-quality experience of the entire emotional world of classic automobiles.

Andreas Dünkel, Motorworld Group Chairman, stressed, “At the IAA 2019 our new classic car section IAA Heritage by MOTORWORLD will create a bridge between the roots and the future of mobility. Visitors may expect a special additional experience. And our exhibitors can be sure of a perfect setting for their presentations.” The figures speak for themselves. The IAA is the leading international event for mobility. In 2017 it recorded around 1,000 exhibitors from 39 countries and more than 800,000 visitors.

VDA President Bernhard Mattes underscored the importance of historic vehicles at the IAA: “Tradition and the future are two sides of the same coin. The IAA is always the hotspot for the latest models, but for several years it has also been a crowd-puller attracting all fans of classic vehicles. The IAA Heritage by MOTORWORLD will now provide a new area at the IAA even better at telling visitors about the fascinating history of individual mobility and showing them what links the future to the origins of mobility. We are looking forward to this cooperative project with Motorworld as a competent partner.”

The IAA Heritage by MOTORWORLD emphasizes the heritage of classic vehicles and enables visitors to experience it for themselves. It is an ideal addition to the IAA concept because the link between historic and modern vehicles has always been one of the exhibition’s key elements. For example, at previous IAA Cars the VDA has already put on special shows of classic vehicles jointly with the Automobilclub von Deutschland (AvD) and the German Federation for Motor Trades and Repairs (ZDK). And the IAA Commercial Vehicles, which the VDA organizes in Hannover in odd years, always includes a special show of classic commercial vehicles.

The IAA Heritage by MOTORWORLD rounds off the event portfolio of the Motorworld Group both regionally and thematically. So existing formats – the classic car fairs and events “Motorworld Classics Berlin” “Motorworld Classics Bodensee,” “Motorworld Oldtimertage Fürstenfeld” and “Motorworld HistoriCar” – together form a coordinated whole. All of them, along with the

Motorworld locations, apply the motto “Space for mobile passion” and interpret it in many and varied ways. Now, at the IAA Cars in Frankfurt, the IAA Heritage by MOTORWORLD will showcase new highlights in premium classic mobility.

### **The German Association of the Automotive Industry and the IAA**

Over 600 companies of the automotive industry in Germany are organized in the German Association of the Automotive Industry (VDA). It brings together in one association the manufacturers of passenger cars and trucks, vans and buses, suppliers of parts and accessories, and manufacturers of trailers and special bodies. In addition, since 2007 the VDA’s Classic Cars section has addressed all issues concerning the automotive cultural heritage. It elaborates positions on political, legal and economic issues, and it represents the automotive industry on the relevant committees and in dealings with the responsible authorities.

The VDA is the organizer of the IAA (International Motor Show), the world’s leading event for mobility. In odd years the IAA Cars takes place in Frankfurt, and in even years the IAA Commercial Vehicles is held in Hannover. The IAA’s new direction in 2019 will place the formats IAA Experience, IAA Conference, IAA Exhibition and IAA Career squarely in the foreground. Visitors can expect an active and emotional experience at the leading international platform for the mobility of tomorrow and for B2B activities.

All those who love mobility and set benchmarks for the future of the automotive sector – from companies and stakeholders, innovators and lateral thinkers all the way to networkers – will find that the IAA 2019 gives them a unique and forward-looking platform.

### **The 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 go back to 1933. The Motorworld Group develops, builds and operates experience worlds that are dedicated to mobile passion.

Its first location, the award-winning Motorworld Region Stuttgart, opened in Böblingen in 2009 and has since been expanded several times. More projects and activities followed under the MOTORWORLD® brand name. In June 2018 the Motorworld Köln -

Rheinland opened its doors, based on the same concept as the Motorworld Region Stuttgart. Two other locations are currently under construction: the Motorworld München (Munich) and the Motorworld Zeche Ewald – Ruhr in Herten. Furthermore, building work is scheduled to start soon on the Motorworld Mallorca.

The portfolio also includes the “Motorworld Manufakturen” in Berlin, Metzingen, Rüsselsheim and Zurich.

The Motorworld concept also regularly goes on tour: it can be found at the annual classic car fairs Motorworld Classics Berlin and Motorworld Classics Bodensee in Friedrichshafen, and at special events such as the Motorworld Oldtimertage Fürstenfeld (near Munich), the Motorworld HistoriCar Duisburg (in Germany’s Ruhr area), and also in numerous other formats. From 2019 they will be joined at the IAA in Frankfurt by the IAA Heritage by MOTORWORLD.

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