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Koelnmesse Ausstellungen and ADAC Nordrhein create a motor racing atmosphere at Cologne Exhibition Center

The Nürburgring at Cologne Exhibition Center

Screaming engines, fast cars and the smell of burning rubber – the flair of the North Loop of the Nürburgring race track was revived at Cologne Exhibition Center last Wednesday. During the press conference of ADAC Nordrhein for the ADAC Zurich 24-Hour Race at the Nürburgring on 13 to 16 May 2010, Koelnmesse Ausstellungen GmbH transformed the outdoor area between the north halls into a racetrack. “Thanks to the multifunctional nature of our complex, we can create the right atmosphere for a wide variety of events. With every event it is always fantastic to see what is actually possible”, said Gerald Böse, Chairman of the Board of Management of Koelnmesse.

During the ADAC press conference, Koelnmesse transported the journalists directly to the North Loop of the Nürburgring. Just like in a proper car race, the safety car emerged first from a waft of mist, followed by the racing cars with screaming engines. Sat at the wheel of the original cars from the 24-Hour Race were prominent drivers such as the winner of last year’s 24-Hour Race, Timo Bernhard, and the motorsport legend Roland Asch. The cars raced past the fenced-off spectator area almost within reach. The fast speed of the drivers and the large live projections on the hall walls turned the press conference into a genuine motorsport experience.

The journalists were able to admire the Porsches, BMWs and Audis at close quarters both during the race on the simulated Nürburgring North Loop in Cologne and at an exhibition in the atmospherically designed boulevard on the north area of the Cologne Exhibition Center. “I was delighted to stage the second special automotive event this year. Last month we celebrated the premiere of the new Audi A8 in the South Cube of the Exhibition Center with a successful mixture of works of art and cars under the motto ‘The art of progress”, said Sandra Orth, Managing Director of Koelnmesse Ausstellungen. The wholly-owned subsidiary of Koelnmesse organized and planned the event in conjunction with KölnKongress GmbH. Koelnmesse Ausstellungen is also responsible for creating and designing a wide range of event formats. For these premiere party Koelnmesse Ausstellungen transformed the South Entrance – renamed the South Cube for this purpose – into an atmospheric gala area.