

Higher, faster, further: “Red Bull World of Racing”

New Special Exhibition at Technik Museum Sinsheim as of March 26, 2021



Sinsheim. “Our new Hall 3 will host annually changing special exhibitions. We want to offer a platform to all the young people who are interested in historic cars,” announces the President of the museum Hermann Layher at the inauguration of the new hall in September 2019. And his announcement was soon to come true: the preparations for this year’s highlight are well under way – as of March 26, 2021, visitors can come to see our new special exhibition “Red Bull World of Racing”. Be it motocross or Formula 1, in the desert or in the snow, onshore, on the water or in the air – motorsport is embedded in Red Bull’s DNA. Every year, 180 motorsport athletes from all over the world fight for a victory in different racing series. Countless World Cups have already been won.

As of the end of March, a diverse selection of highlights will be displayed in Kraichgau. Until January 10, 2022, the visitors of the museum can immerse into the exciting “Red Bull World of Racing” and find out how this brand has been a part of and shaped the motorsport for years. The special exhibition includes selected exhibits such as the RB9 racing car of the youngest Formula 1 world champion Sebastian Vettel, a mini 4x4 of Dakar legend Nasser Al-Attiyah, and the motocross bike of the 2019 MX2 world champion Jorge Prado from Spain. Elaborately staged thematic areas tell the successful motorsport history behind the two red bulls. An Edge 540, an aerobatic plane from the Red Bull Air Race, which was discontinued in 2019, completes the exhibition.

Besides the victorious Red Bull Racing and Scuderia Alpha Tauri racing cars of renowned pilots, visitors can find out how snowmobiles cannot only climb mountains and why the Dakar rally was one of the toughest races in the world. “It’s been a while since we last built such elaborate settings for a special exhibition.” Holger Hamann, workshop manager of the museum, is glad

about the challenge to finish the exhibition until its inauguration. In addition to the thematic areas, a gaming corner is being installed. "The Formula sport will play a big role here, too," says project manager Susanne Rieder.

The new special exhibition "Red Bull World of Racing" can be visited as of March 26, 2021. It opens at 9 am every day and can be found in Hall 3 of the Technik Museum Sinsheim. The special exhibition is included in the museum's admission fee. For more information, see www.technik-museum.de/red-bull.

About the Technik Museen Sinsheim Speyer – from Deep Sea into Space

Supported by the non-profit club Auto-Technik-Museum e.V. and based on the motto "for fans from fans", the Technik Museen Sinsheim Speyer have about 3,500 members worldwide. The financing is exclusively based on admission fees, donations as well as membership fees of club members. All surpluses are used for the museum's maintenance and expansion.

On an area of more than 200,000 sqm, the Technik Museen Sinsheim Speyer present more than 6,000 exhibits from all fields of technological history in a worldwide unique variety. The exhibits range from submarines to vintage cars, from the Concorde to the Space Shuttle BURAN. Besides the permanent exhibition and the changing special exhibitions, there are numerous vehicle and club meetings as well as events. Open 365 days a year, the museums attract over one million visitors a year. Our two IMAX large-format cinemas are a true highlight. While the IMAX 3D cinema in Sinsheim – "the cinema with the highest resolution in the world" – shows exclusive documentations and the latest Hollywood blockbusters, films are projected onto a giant dome in the IMAX DOME cinema in Speyer.

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