



A Truckload full of Motorsport on an Area of 3,000 sqm

“Red Bull World of Racing” – A New Special Exhibition at Technik Museum Sinsheim



Trial Freestyle athlete Adrian Guggemos completes the exhibition by contributing his motocross bike.



The exhibition includes Red Bull Formula 1 racing cars, such as the Alpha Tauri AT02, and many other highlights. Source: TMSNH

Sinsheim. Higher, faster, further: Be it motocross or Formula 1, in the desert or in the snow, onshore, on the water or up in the air – motorsport is embedded in Red Bull’s DNA. Every year, several hundred motorsport athletes from all over the world fight for a victory in different racing series. Countless World Cups have already been won. Since the end of March, Technik Museum Sinsheim has been displaying a great selection of highlights in its new special exhibition “Red Bull World of Racing”.

“I would like to express a special thanks to the Red Bull Team for providing us with all these exhibits, to the various athletes, to our project team led by artistic director Vanessa Layher, and to everyone involved,” says Hermann Layher, President of the Technik Museen Sinsheim Speyer

Just in time for the museums’ 40th birthday, a number of themed areas staged with great detail in the new Hall 3 tell the action-packed motorsport history behind the two red bulls. We invite our visitors to come and see our carefully chosen motorised exhibits, such as the Red Bull RB9 racing car of the youngest Formula 1 World Champion Sebastian Vettel, a Mini All4 Racing of Dakar legend Nasser Al-Attiyah, and the KTM 250 SX-F motocross bike of the 2019 MX2 World Champion Jorge Prado from Spain. The museums’ curators are especially proud to present Manuel Lettenbichler’s KTM 300 EXC TPI Enduro, on which he became the 2019 WESS Enduro World Champion. Another must-see is the small but well-curated Red Bull Moto GP World, which covers almost all motorcycle disciplines ranging from the junior series of the Moto GP (the Red Bull Rookies Cup) to Moto 3, to the MotoGP premier class, including a KTM RC16. To complete the exhibition, visitors get to see the Edge 540 V2, an aerobatic plane from the Red Bull Air Race, which was discontinued in 2019.

Go to our website and check out the opening video with Adrian Guggemos, Red Bull athlete and permanent member of the promotional association Auto + Technik Museum e.V., to get a sneak peek of the new “Red Bull World of Racing”. Motorsport enthusiasts won’t want to miss this highlight once COVID restrictions have been lifted and they can come to see the exhibition for themselves at the museum. In the summer of 2020, the professional biker Guggemos had the chance to explore the Technik Museum in his own way for the so-called “Ride at the Museum”. Among other things, he presented a spectacular backflip on the wing of the Tupolev Tu-144. Click on the following link to find the full video: youtube.com/museensinsheimspeyer. This spectacular shooting for “Ride at the Museum” was only the start of our cooperation. Only a few months later, we started working on the new special exhibition, which is worth a visit: “What I really love about this exhibition is its diversity. There are snow mobiles, items from the Dakar Rally, Formula 1 cars... It’s an awesome experience to see everything combined in one room. I’m looking forward to when visitors can come in and see it,” raves Adrian Guggemos.

“Red Bull World of Racing” has found a temporary home on an area of 3,000 sqm. Only shortly before the official finalisation of the exhibition, the last exhibits arrived. Franz “Franky” Zorn, Ice Speedway European Champion and Vice World Champion didn’t want to miss the opportunity to personally deliver his bike for the exhibition. Meanwhile, Adrian Guggemos jumped on the designated display platform on his trial bike, a GasGas TXT 300, and left a signature on his tyre tracks. The Flying Bulls head mechanic, Gerhard Moik, came in to assemble the Edge 540 V2 from the well-known Red Bull Air Race series together with the museum workshop team. As befits the occasion, he arrived in his seaplane, and on his way home, he flew a lap of honor above the museum grounds to thank Technik Museum Sinsheim. The Swede Daniel Bodin was the first to ever accomplish a double backflip on a snowmobile. A good enough reason for us to pick up his snowmobile from Scandinavia to display it in our exhibition.

The new special exhibition “Red Bull World of Racing” is open for visitors as soon as the museum reopens. Visiting hours start every day at 9 am. The exhibition can be found in Hall 3 of Technik Museum Sinsheim. The special exhibition is included in the museum’s admission fee; for more information as well as the opening video, go to 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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