

## Press release on the 2016 GTI Meeting at Lake Wörthersee

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**Volkswagen's Golf GTI will once again be the centre of attention at Europe's biggest car meeting of its kind in Reifnitz on Lake Wörthersee/Carinthia from 4<sup>th</sup> to 7<sup>th</sup> May. In 2016, this meeting will take place for the 35<sup>th</sup> time, and the Golf GTI will be celebrating its 40<sup>th</sup> birthday.**

On the occasion of the 35<sup>th</sup> anniversary of the GTI Meeting and the 40<sup>th</sup> birthday of the Golf GTI, a new event concept has been created for this meeting that attracts car enthusiasts from all over Europe, and that will be held in Reifnitz from 4<sup>th</sup> – 7<sup>th</sup> May 2016. This new concept primarily takes into account the wishes of the fans, participants and day visitors. "After 35 years, it was time to make some changes to this event", says Markus Perdacher, Mayor of Maria Wörth.

During the day, car enthusiasts will still get their money's worth. For the organisers, the target group is still the drivers of all types of Volkswagen cars, but they have also made it easier for families with children. They can wander between the polished cars and use the large children's playground with the well-kept sanitary block and nappy changing area. In 2016, only car-related suppliers and tuners will be allowed into the exhibition area, and the many stands offering unrelated products, food and drinks which have rather taken over in the last few years, will no longer be permitted. This will open up a lot more room to move, sit, watch, chat and, above all, there will be more parking spaces for the most beautiful GTIs, VWs, Audis, Seats and Skodas. In the evening, the village will turn into a (sophisticated) party zone, since fun is, of course, still an essential part of the Wörthersee Meeting. This streamlined approach is aimed at supporting the village and the local gastronomy establishments. Of course, there will be clear rules in place regarding music, noise and entertainment, both day and night. New pricing, new shuttle buses, and the reorganisation of the ticket check points are in the final planning stages to bring back a festival atmosphere to the meeting. There will be a special appeal on the municipality's Facebook page calling out to people who will be taking part this year, who also already took part in the first meeting in 1981, 35 years ago. A special tribute to these "long-term repeat offenders" is planned. The details of some of the highlights for 2016 are being worked out both by the municipality and by VW, and these will be announced by the end of March. The decision made by the VW Group to feature only the VW brand and, in particular, the Golf GTI, has been noted in Reifnitz, but this is definitely not considered to be "set in GTI stone". As Mayor Perdacher explains, "With the 'Back to the roots' motto, we deliberately want to bring lots of the good 'old' features of the meeting back into the spotlight, because these are the things which both old and young fans love so much and which are important to them. We want to combine these things with new, modern elements to once again design a meeting that focuses on the car, but has a big festival feeling."

**Press contact:**

Dipl. Bw. Sandra Steimann

+43 (0) 664 / 368 30 53

s.steimann@starke-aussage.com

Dkkfm. Christian Madlmayr

+43 (0) 664 / 310 16 27

Picture credit: Municipality of Reifnitz

Picture captions:

Mayor Markus Perdacher  
in front of the special emblem, the  
stone Golf statue in the centre of  
Reifnitz



40 years of Golf GTI and 35 years of GTI Meetings, or Wörthersee Meeting as it is now called, are reasons for taking a new direction, and will be an impressive birthday present for fans



An authentic festival that focuses on the car, this is what the Wörthersee Meeting will be about in the future.

