

PRESS INFORMATION
Reifnitz/Wörthersee
12th April 2018



PASSION. FAMILY. FRIENDS.

The planning around this year's motto is in full swing – so we can once again offer guests and fans a very special Meeting for the 37th time from 9th – 12th May!

“The new motto is simply perfect”, says mayor Markus Perdacher from the GTI event location Maria Wörth/Reifnitz. “This is because we are also passionate about GTIs and the Meeting and want to place even more emphasis on GTI fans and friends as well as their families. This means we will continue on our chosen path of ‘Back to the roots’”, says Perdacher.

In mid-February this year, Volkswagen representatives and the three GTI clubs that will be assembling the Crew Boxes at the stand this year held a workshop in the village. Its aim and content was to listen exactly to what the community wants, what should be offered or what should be improved. The brainstorming was a great success – many valuable points were noted, and the municipality as well as VW itself went away with this ‘homework’ in their hands. There is still a little homework to be finished off, but lots has already been done and there has been some remarkable progress made:

- In autumn already, the community overhauled the ordering system for the tickets and made it a lot simpler, which was well received. Ticket orders are already higher now than last year at the same time. Until 3rd April it was possible to order the 4-day package for €50 (for 1 car, 2 people and with a special participation gift). After 3rd April, tickets can, of course, be purchased from the tourist office in Maria Wörth and at all entry points. Anyone who wants to enter the village with their car on all 4 days can save money with the 4-day package and will also receive a high-quality participation gift – this year it's a great umbrella.
- The gradual expansion of the Meeting will also continue this year, and on Friday 4th May, the public lido carpark will be taken over by Andreas Pfeffer (gepfeffert.com), and on 5th May the Turkish Delight club invites visitors to celebrate with them at ‘Omas Wiese’ party

area. These are all unofficial events, but they are popular, relaxed get-togethers that get fans in the mood. Daily from 10am – 6pm there are great cars, cool beats, and regional food.

- The opening evening on Tuesday 8th May will also be taking place again – it went down well last year. Plans are still being finalised of whether VW will also join in.
- The popular Car Parade on the opening day (Wednesday 9th May) leads along a new, beautiful route to Lake Maltschacher See this year and will be accompanied by cool live music from the Hungarian Beatles cover band “Bits”.
- The limited Ladies’ Breakfast (Friday 11th May) will also take place again this year after the resounding success of the premier last year: 30 ladies who arrive with their GTIs can enjoy an exclusive breakfast directly at the lakeside with mayor Perdacher and will be pampered with the finest delicacies.
- The Club Day on Friday (11th May) and the Club Challenge will also take place again this year, and here the GTI clubs can match themselves against other clubs – it is all about knowledge, skills, strength and very cool prizes.
- The Saturday will be a family day. VW already impressed the kids last year with its Kids’ Container, and the council has really improved the playground and made sure there are plenty of clean nappy changing areas. Even more measures are currently being fine-tuned to make this event even more appealing to families.
- The day of traditional customs will once again take place, not in the form of the traditional costume Saturday, but on Thursday there will be a regional musical act at the VW stand.
- Fans can look forward to several (car) premieres, not just from VW but also from other exhibitors, but that’s all still top secret.
- As always, the number of exhibitors remains the same, and we are pleased to report that

several new companies have booked spaces to present their products here for the first time.

- The BBS main stage will once again be filled with a spectacular programme – with some favourites from previous years and the newest acts.
- The prices for tickets mostly remain the same – only the day ticket for visitors without cars has increased from 6 to 7 euros, due to the increasing requirements for security, service and sanitary facilities.

Volkswagen has many new things to show fans.

2 special vehicles can be viewed in original size in a display case at the stand. The gateway that leads across the street will be open to pedestrians and offer a viewing platform. The tuning of a fast car can be followed live in a tuning garage at the stand. Volkswagen R will be represented with its own space. Requested by the fans and implemented: a merchandise shop and the expansion of expert talks to include new topics such as design and motor sports. The cherry on the cake for all fans will be the GTI Lodge this year: directly at the stand on the 1st floor and with a terrace, this 'superior room' will be 'rented out' to fans for one night. There will be a prize draw and the lodge can be accessed from midday for one night. You can't get any closer! Due to the great response from 2017 this year once again there will be the Kids' Container, the LED Wall, the Lounge on the roof terrace, and the 3 Crew Boxes which are already booked. Here, the clubs Kultgarage, NVAG and MIVW will be parking their great cars. Also confirmed is the sundowner opposite the stand and the open-air cinema in the evening and the engagement of the popular presenter Miriam Höller and 'beat expert' DJ Eric Know.

One large general issue was the security of the beautiful and valuable fast cars. Here Markus Perdacher was able to settle the worries of the fans. He pointed out the excellent balance and presence of the police and also the modified visitor structure, who are clearly there to enjoy the attractive vehicles and are not interested in damaging them. There have been no problems in this respect over the few last years. Creation of further parking possibilities is also being worked on – for visitors, who want to show off their cars at the front, and also for those who prefer the safety of the second row.

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The motto says it all! VW logo

