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2013: More than two million visitors bring another successful Autostadt year to close (FOTO)



Wolfsburg (ots) -

The Autostadt in Wolfsburg continued its successful development in 2013, with 2.166 million visitors (2012: 2.297 million) and 160,230 vehicle deliveries (2012: 173,374). According to CEO Otto F. Wachs, "The excellent visitor and vehicle delivery figures confirm the success of our concept of continuous change and development. New attractions, including the MobiVersum family activity section and the 'Ausfahrt' driving attraction, offer guests excellent reasons to visit the Autostadt. The number of visitors in 2013 once again exceeded our long-term annual average. Visitors typically spend more than five hours at the Autostadt, which shows that guests are interested in our attractions."

The Movimentos Festival was the cultural highlight of 2013. Two sold-out concerts featuring the band Rammstein closed the 11th Autostadt festival on 5 May. This year's event attracted 30,000 guests. In 2013, festival events focused on the theme of "Tolerance", and in 2014 the annual theme is "Glück" (Happiness).

The Autostadt has been accredited as an extracurricular learning centre with an extensive educational programme for more than ten years. In 2013 over 350,000 interested students took part.

Thirteen years after the opening of the first Ritz-Carlton in Germany, The Ritz-Carlton, Wolfsburg remained in operation during 15 months of extensive remodelling work. The hotel unveiled a completely new interior design in November.

In conclusion, Autostadt CEO Otto F. Wachs says: "Our focus in 2014 will be on continuing the overall development of the Autostadt. This is in contrast to 2012 and 2013 when we launched major new building projects. As a communications platform, we will be supporting the dynamic growth of the Volkswagen Group and contributing to the development of Wolfsburg and the surrounding region."

Picture is available via epa european pressphoto agency (<http://www.epa.eu/>) and can be downloaded free of charge at: <http://ots.de/1Y2jG>

Find further information on the Autostadt Press Portal: <https://presse.autostadt.de/en/>

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Medieninhalte



More than 2 million guests visited the Autostadt in 2013. New driving attractions include the "Ausfahrt". The Autostadt in Wolfsburg continued its successful development in 2013, with 2.166 million visitors (2012: 2.297 million) and 160,230 vehicle deliveries (2012: 173,374). According to CEO Otto F. Wachs, "The excellent visitor and vehicle delivery figures confirm the success of our concept of continuous change and development. New attractions, including the MobiVersum family activity section and the "Ausfahrt" driving attraction, offer guests excellent reasons to visit the Autostadt. The number of visitors in 2013 once again exceeded our long-term annual average. Visitors typically spend more than five hours at the Autostadt, which shows that guests are interested in our attractions." / Use of picture is free of charge. Please quote: "obs/Autostadt GmbH"

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