



Mercedes-Benz Museum
Press Information
21 February 2024

Over 800,000 guests at the Mercedes-Benz Museum in 2023: Annual review and outlook for 2024

- Increase in visitor numbers by 28 percent compared to 2022
- Guests from 160 countries
- Mercedes-Benz Art Collection with presentation “Now on View” from March 2024
- Free admission on the 18th anniversary of the Museum on 19 May 2024
- New interactive “Pit Stop” offering in Legend Room 7 from summer 2024

Stuttgart. The Mercedes-Benz Museum can look back on a record year. A total of 800,245 visitors came in 2023, almost 28 per cent more than in 2022.

“For the sixth time since the opening in 2006, we have broken the magic mark of 800,000 visitors in one year. This figure gives us a push for 2024 with lots of guests who are here for the European Football Championship. I am also particularly looking forward to the diversity of our ‘Stadtkultur’ (Urban Culture) open-air programme and the new interactive ‘Pit Stop’ experience in the high-banked curve.”

Bettina Haussmann, Director Mercedes-Benz Museum

Most international Museum visitors came from the United States of America, and France. Both countries reached their share of the 2019 guest numbers again. People from 160 countries overall visited the Museum in 2023.

Compared to the previous year, more guests came from Germany, accounting for almost 50 per cent. This development reflects the increasing demand for holidays and high-quality tourism activities at home.

New offers in the permanent exhibition and outlook for the 2024 event programme**

- The interactive special exhibition DER MOBILE MENSCH (THE MOBILE HUMAN) can be experienced on Level 0 of the Museum until 17 November 2024.
- Under the title “Now on View”, the Mercedes-Benz Art Collection will provide insights into its holdings with changing exhibitions from March 2024.
- A highlight for classic car fans in the region and beyond is the all-brand classic car meet “Classics & Coffee”. It will take place every Sunday from 14 April to the beginning of October 2024. Special topics during the season range from “Super Sports Cars”, “SL”, “Baby Benz” and “AMG” to “Off-road Vehicles, Commercial Vehicles & Campers”.
- On International Museum Day on 19 May 2024, which is also the 18th anniversary of the Mercedes-Benz Museum, there is free admission to the permanent exhibition.

Mercedes-Benz Heritage GmbH | Headquarters and Registry Court: Stuttgart, HRB No. 23165
Geschäftsführer/Managing Directors: Marcus Breitschwerdt (Chairman), Bettina Haussmann, Alexandra Süß, Andreas Theel

* Further information on the official fuel consumption and the official, specific CO₂ emissions of new passenger cars can be found in the publication entitled “Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen” [“Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models”], available free of charge from all sales outlets and from Deutsche Automobil Treuhand GmbH at www.dat.de.

- The new “Pit Stop” hands-on programme invites you to take a look behind the scenes of Formula One racing strategy. It can be experienced from summer 2024 in Legend Room 7: Silver Arrows – Races and Records.
 - The Children’s and Family Day on 30 June 2024 will feature a colourful programme in the outdoor area and inside the Museum with partners from the region.
 - The successful “Urban Culture at the Mercedes-Benz Museum” programme will enter the next round from 18 July to 18 August 2024. The Museum provides an opportunity for artists from the region to perform on the open-air stage.
 - From 23 August to 8 September 2024, the open-air cinema will once again offer exhilarating film evenings under the stars. Advance ticket sales start on 23 May 2024.
 - The big lantern parade starts from the Museum at the beginning of November 2024.
- ** Subject to change without notice**




Children can also get creative on the Museum’s CAMPUS every Saturday and Sunday from 10 am to 1 pm and 2 pm to 5 pm. Mascot Carlotta is always out and about in the Museum on Sundays from 2 to 4 pm.

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The Mercedes-Benz Museum is open daily from Tuesday to Sunday, 9 am to 6 pm.
The ticket counter always closes at 5 pm.
Registrations, reservations and the latest information: Monday to Saturday from 9 am until 6 pm by telephone on +49 (0) 711 17-30 000, by email to classic@mercedes-benz.com or online at www.mercedes-benz.com/museum
Press photos and further press releases: media.mercedes-benz.com/content/classic
Further research and multimedia material: mercedes-benz-archive.com/museum

As an internationally active company, Mercedes-Benz counts equal opportunities, diversity, openness and respect among its fundamental convictions. We show this in the way in which we think, act and communicate. In principle, all the terms selected of course include all genders and identities.

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Captions

24C0025_001
Mercedes-Benz Museum, exterior shot of the all-brand classic car meet “Classics & Coffee” on 24 July 2022. (Photo index number in the Mercedes-Benz Classic Archive: D790692)

24C0025_002
Mercedes-Benz Museum, new hands-on programme “Pit Stop” in Legend Room 7: Silver Arrows – Races and Records. Digital rendering.

24C0025_003

Mercedes-Benz Museum, special exhibition THE MOBILE HUMAN - YOUR PATHS. YOUR DECISIONS. YOUR FUTURE. Photo of the exhibition on Level 0 of the Mercedes-Benz Museum.

24C0025_004

Mercedes-Benz Museum, open-air cinema. Photo from the European Outdoor Film Tour showing on 23 August 2022. (Photo index number in the Mercedes-Benz Classic Archive: D794701)