

## V8 Hotel Superior Opens at the End of the Year

**The newly built theme hotel V8 Hotel Superior Motorworld Region Stuttgart in Boeblingen, which is all about automobile and motorsport, is going to open at the end of this year with 153 rooms and become a part of BW Premier Collection. It is going to be the first hotel in Germany to be a part of the new soft brand of Best Western. The BW Premier Collection presents and markets extraordinary hotels in urban destinations and holiday regions. With its concept around automobile and motorsport the privately owned property fits perfectly into the new collection of exclusive private hotels.**

**Boeblingen / Eschborn, September 12<sup>th</sup> 2017.** A hotel for speed lovers – the newly built V8 Hotel Superior Motorworld Region Stuttgart in Boeblingen, which is all about motorsport, opens its doors at the end of the year 2017. The four-star property, which is located in the south-western part of the Motorworld, is going to be the first hotel of the new BW Premier Collection in Germany. The theme hotel for motor enthusiasts offers 153 design and themed rooms, apartments, meeting rooms, an own restaurant and a bar. It is the second hotel of the hotelier couple Karen and Simeon Schad from Stuttgart, who already run the existing V8 Hotel with 34 rooms in the Motorworld in Boeblingen. Together with the Duenkel Investment GbR, already back then, they developed the idea of an automobile design and theme hotel, which led to the V8 Hotel opening in 2009 and is going to be continued now by the superior variation. Just as in the V8 Hotel, which opened around seven years ago, the new hotel is all about the topic automobile.

On the ground floor and in the gallery of the property the focus is set on automobile treasures – there you can find retail spaces for vintage cars, high-end sports cars and dealers in rare objects. The hotel lobby on the ground floor, where the restaurant and the bar are located as well, offers a view over the atrium flooded with light up to the fifth floor. Three combinable meeting rooms are located in the gallery on the first floor. On the sixth and top floor a sauna with a view over the Motorworld and a fitness area are available for the guests.

### **Design hotel for automobile enthusiasts and conference guests**

The guest rooms of the V8 Hotel Superior Motorworld Region Stuttgart are located from the second to the fifth floor of the new-built property. 16 of the 153 rooms are extravagantly designed themed rooms like in the already existing V8 Hotel, seven more rooms with an apartment style are suitable for longer stays. In addition, the new V8 Hotel Superior offers a spa and fitness area. With its modern, straight architecture the V8 Hotel Superior fits perfectly into the Motorworld ensemble. The hotel is made for those who want to explore automobile passion at day and at night on around 6000 square meters. The newly-built Charles-Lindbergh-Platz creates a visual and spatial connection between the existing V8 Hotel, the "Hall of Legend" and the new hotel. The V8 Hotel Superior offers the best framework for conferences and events, especially with the Motorworld and its numerous meeting rooms, restaurants and event areas right next to it offering additional capacity and possibilities. With the enlargement, the Motorworld region Stuttgart gains in appeal and attractiveness. Since its opening in 2009 there have been counted more than six million visitors.

### **New Collection for exclusive private hotels**

The BW Premier Collection is a new soft brand of Best Western and a marketing offer for exclusive hotels at top locations in urban and holiday destinations. Under the umbrella of this collection extraordinary privately-owned hotels are presented, which benefit from Best Westerns services without taking over the complete branding. "Our theme hotel V8 with an unique automobile design concept fits excellently into the BW Premier

Collection. Our new hotel is putting great value on individuality. The BW Premier Collection offers us the perfect conditions and ideal marketing opportunities for this", explains Simeon Schad, Hotel Operator and General Manager of the new V8 Hotel Superior. At the moment around 80 hotels worldwide belong to the exclusive BW Premier Collection.

**The following press pictures are available for download:**

*Caption: The newly-built V8 Hotel Superior will open with 153 rooms in the Motorworld Region Stuttgart and be part of the BW Premier Collection.*

*Caption: The lobby of the newly-built V8 Hotel Superior, which will open with 153 rooms and belong to the BW Premier Collection.*

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