

PRESS RELEASE

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## **10 years of “Driving Business”: BILSTER BERG reviews ten years of its strategic realignment**

**BILSTER BERG looks back on ten years of strategic realignment. Under the motto “Driving Business,” the location has developed since 2016 from a pure “drive resort” into a professionally positioned platform for business, brand, and mobility formats. The positive effects on employment, organizational structure, and regional value creation are clearly measurable today.**

Since its opening in 2013, BILSTER BERG has stood for a passion for driving and automotive technology. Without grandstands or racing, the facility was not designed as a racetrack from the outset, but rather as a place for intense driving experiences. However, as operations grew, it quickly became clear that such a location would also need to be economically viable in the long term.



**Photo: Thomas Schorn / BILSTER BERG**

### **New focus – new formats**

With the focus on “Driving Business” from 2016 onwards, the number of business and brand formats increased significantly. Since then, companies have been making greater use of the location for product presentations, tests, training courses, and communication and event formats. The pandemic-related slump in 2020 and 2021 was gradually offset in the following years. Today, BILSTER BERG is once again recording a stable growth trend in business and brand events.

*“It was clear to us early on that BILSTER BERG could only work in the long term if we also thought about it in economic terms,”* says Hans-Jürgen von Glasenapp, project developer and managing director at BILSTER BERG. *“Driving Business stands for precisely this claim: enabling emotions while at the same time taking responsibility for sustainable operation.”*



Photo: Bodo Kräling & Patrick Meise / BILSTER BERG

### **Economic development and regional value creation**

Parallel to the strategic realignment, the internal organization has also undergone continuous development. While around 19 employees worked at BILSTER BERG when it opened in 2013, the team grew to around 26 by 2016. By 2026, around 32 employees will be working at BILSTER BERG, an increase of around 68 percent since it opened. The majority of employees have also been there since the beginning and have accompanied the development.

*“The transformation from a drive resort to a driving business has opened up BILSTER BERG to much more than just driving,”* explains Lena Lohr, Deputy Head of Sales and Event Management, who has

been working at BILSTER BERG since 2013. *“With our motto ‘Your business. Your brand. Your success.’ we create an emotional stage for our customers’ products and support them with professionalism and service-oriented assistance.”*

Now, ten years later, “Driving Business” stands for a future-oriented, professionally organized approach at BILSTER BERG. Sustainable infrastructure, modern mobility concepts, and clear economic prospects form the basis for the site's further development.

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Pictures: [Press release – 10 years of Driving Business](#)

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## **About BILSTER BERG**

Built on an ammunition depot of the NATO Rhine Army in Bad Driburg, approximately 200 km east of Cologne, BILSTER BERG opened on June 1, 2013. After a planning period of 7 years, this was the first time in 80 years that a new track started operating in Germany. Formula 1 architect Hermann Tilke and German rally legend Walter Röhrl were significantly involved in the planning and construction. However, BILSTER BERG was not primarily designed for use as a racetrack. Car manufacturers often rent BILSTER BERG as a test and presentation track. Due to the white label principle of the track, it is also often used for product presentations and by film crews.

Part of BILSTER BERG is also an Off-Road Course, a club house, the restaurant TURN ONE as well as a Dynamic Area offering possibilities for wet-track testing, for example. The project cost 34 million euros and was fully privately financed by 180 shareholders.

All shareholders have the opportunity to drive on the track themselves on selected dates.



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