

PRESS RELEASE

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## 10 Years of BILSTER BERG – Milestones and Celebrations

**10 years ago, on June 1, 2013, BILSTER BERG was officially opened after a planning and approval phase of almost seven years and a construction period of about 20 months. The first new circuit in western Germany in over 80 years. Over the last 10 years, BILSTER BERG has established itself as a test and presentation track in Europe.**

Walter Röhrl, the two-times FIA Rally World Champion, who was involved in the planning from the very beginning and has remained a constant supporter of BILSTER BERG ever since, remembers: „10 years of BILSTER BERG, how time flies. I still remember the planning phase very well. I was involved in the route planning. It had to become a track that the drivers would remember for a long time. I stomped through the forest in rubber boots and said: ‚If you don’t want to get bored already in the afternoon, we have to drive down here’. This is how the trademark of BILSTER BERG, the ‚Mausefalle‘ (mousetrap) was created, even against the architect’s opinion. Many famous tracks have special curves, like Corkscrew at Laguna Seca or Eau Rouge at Spa. The ‚Mausefalle‘ and a special track layout are the unique selling points of BILSTER BERG. I am looking forward to many more drives on this challenging track and wish BILSTER BERG all the best for the future.“



Walter Röhrl at BILSTER BERG

## **BILSTER BERG MILESTONES**

### **Track of the Year**

“Great event, enthusiastic visitors, full program and emotions,” is how Hans-Jürgen von Glasenapp, Managing Director of BILSTER BERG, describes the 2013 opening ceremony. He has been with BILSTER BERG since the project began and has witnessed all its milestones. “What made me feel particularly proud was the honor of being awarded ‘Track of the Year 2013’. It shows that overcoming all hurdles in the early stages and during the construction phase was totally worth it.”

### **Environmental protection and nature preservation at BILSTER BERG**

In December 2013, the certification for the environmental management system DIN EN ISO 14001 (EMS) was achieved as the topic of environmental protection has been a top priority at BILSTER BERG since the beginning.

In 2015, BILSTER BERG even received the environmental award of the German Motor Sport Association (DMSB), and in 2016, the EMS was adapted to the requirements of DIN ISO 14001:2015 with the support of an external expert. BILSTER BERG received the corresponding certification at the beginning of 2017, which is regularly renewed until today.



*BILSTER BERG wind turbines*

### **Reorientation as the economic power of the region**

Three years after its opening, BILSTER BERG revised its entire brand identity. Originally planned as a ‘Drive Resort’, clients became the core business even more, which was reflected in the new slogan

‘Driving Business’ and ‘Drive for your business’. The test and presentations track defined six new areas of activity: Driving Experiences, Product Presentations, Tests, Trackdays and Photo & Film Track. “Today, BILSTER BERG is one of the leading companies in the segment of test, event and presentation tracks., which is regularly used for the development of new driving technologies”, says Hans-Jürgen von Glasenapp. “Our reorientation towards a responsible company and equal partner of the automotive industry as well as partner companies in the region was absolutely the right thing to do.”

## **The Future**

In the beginning, about 45 employees and service providers were employed at BILSTER BERG. However, this number grew very quickly. Today, around 90 people work directly or indirectly for the BILSTER BERG company throughout the year. Many suppliers and service providers are coming from the nearby area and thus contribute significantly to the company’s success. “We maintain a very good relationship with our partners, who support us every day in successfully providing an excellent service to our clients”, says Hans-Jürgen von Glasenapp.

For the future, the company would like to invest even more in its development. After the successful expansion of photovoltaic systems with a total output of two megawatts on the roofs of the operating facility, the focus now is on other important projects, such as the technical renewal of the track monitoring system, installing additional electronic charging stations, and the construction of a hydrogen filling station.



*BILSTER BERG General view*

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Photos: [Pressemitteilung 10 Jahre BILSTER BERG](#)

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## **About BILSTER BERG**

Built on an ammunition depot of the NATO Rhine Army in Bad Driburg, approximately 200 km west 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 phase. 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 Clubhaus, the restaurant TURN ONE as well as a Dynamic Driving 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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