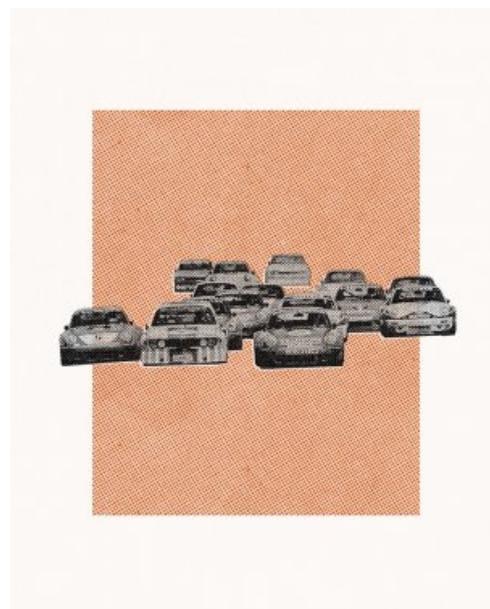
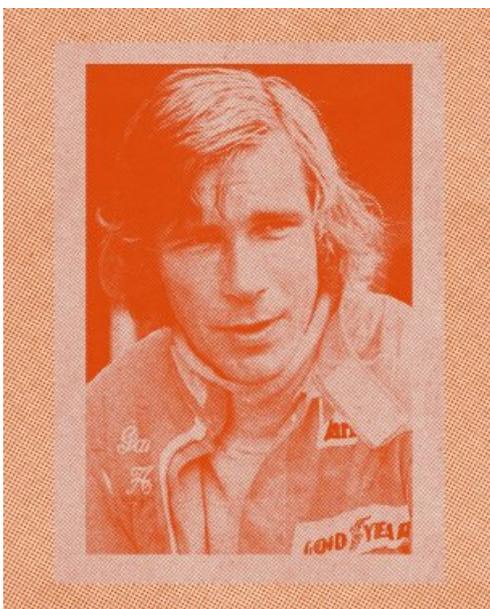

Rennmeister pit-stops in Berlin for a one-night pop-up

11 November 2021 | Classic Driver

Rennmeister is celebrating its brand launch with a “blink and you’ll miss it” pop-up party in Berlin on the 20th of November. Expect a casual celebration of orange cars, electronic beats and ice-cold drinks.

Launched at the dawn of the 50th anniversary of Jägermeister Racing, the new Rennmeister brand created by Jägermeister and Classic Driver's creative consultancy CD Works is shining a whole new light on the iconic orange racing cars. Now Rennmeister is coming to Berlin for its first pop-up event. Themed “Racecars after Dark”, the launch party and exhibition will take place November 20 from 5pm to midnight at 8 Corners Berlin.



Are you a Rennmeister?

While the star of the show is still a surprise – expect an orange icon from the Jägermeister Racing stables – guests will have plenty of opportunity to prove their very own racing spirit on a purposefully built slot car racetrack. Everyone is invited to pilot the very first slot car prototypes of Rennmeister’s upcoming collaboration with Carrera, and to follow the tyre marks of legendary drivers – James Hunt, Niki Lauda and Hans-Joachim Stuck.

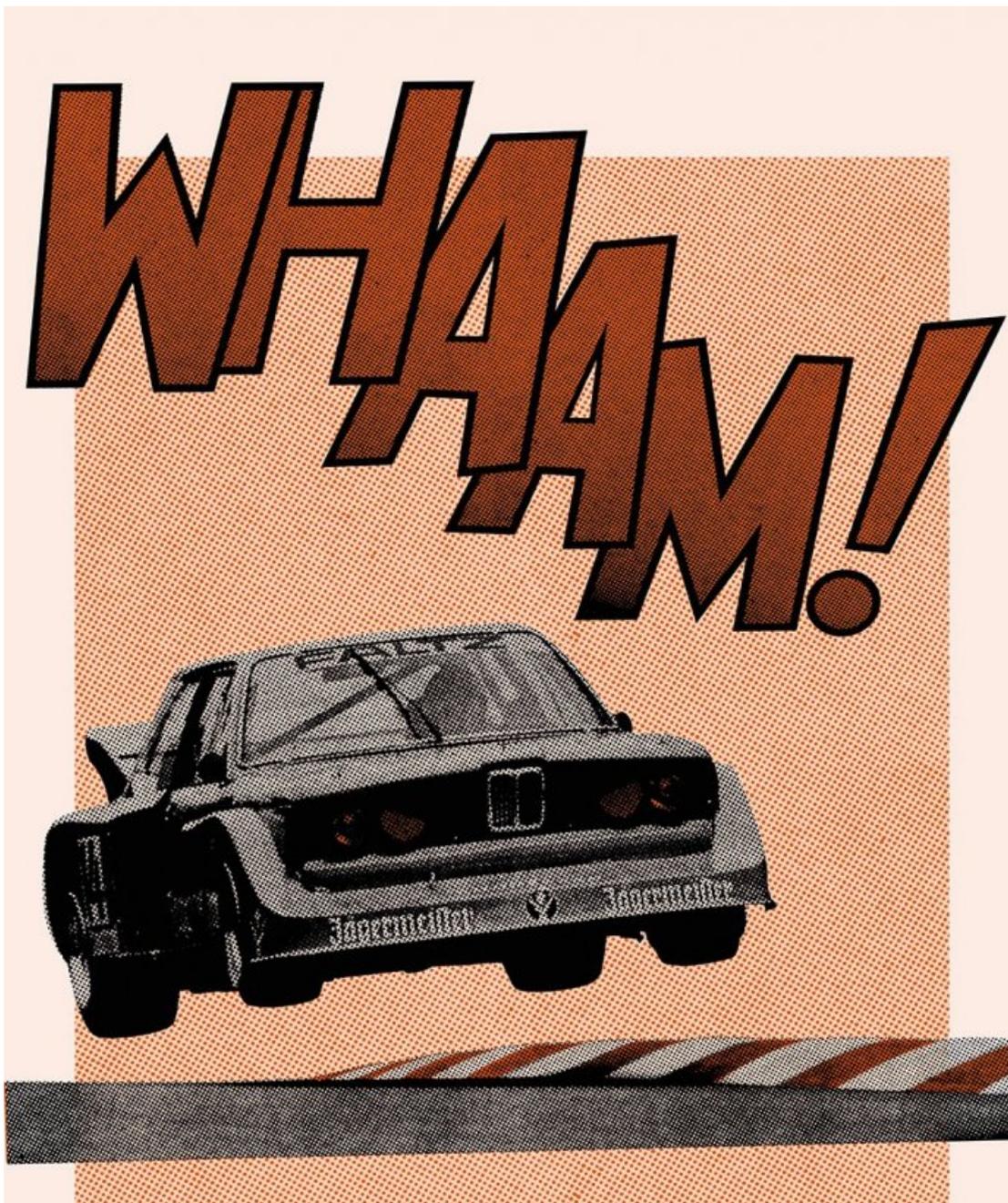
The soundtrack for the night will be provided by Dirk Rumpff, Mathilde Karrer and Marick Baars – a one of a kind performance of the Flitzer DJ Crew. And while new artworks by Grisha Morgenstern will be on display, guests are invited to come early for a chance to grab limited-edition Rennmeister merch and collectibles while they last.



RSVP for the Rennmeister Pit Stop

The minimalist studio space of 8 Corners is situated in the ‘Lobe Block’ on Böttger Strasse 16 in the vibrant Gesundbrunnen neighbourhood in Berlin-Mitte. The neo-brutalist terrace building has been designed by renowned architect Arno Brandhuber – exactly the kind of setting for a rendezvous with Rennmeister’s “Racercars after Dark”. Please just mind that the space is limited so we might not be able to accommodate all guests at once.

You need to be at least 18 years old to attend the Rennmeister launch party. Please confirm your attendance with your full name and number of guests with an email to rsvp.rennmeister@jaegermeister.de. For event updates and inspiring content follow [@rennmeister72](https://www.instagram.com/rennmeister72) on Instagram.



RACECARS AFTER DARK

A RENNMEISTER 20.11.2021

POP-UP PIT STOP 5p.m. - midnight
8 corners - Berlin
Böttger Straße 16

<https://www.classicdriver.com/en/article/sponsored-content/rennmeister-pit-stops-berlin-a-one-night-pop>

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