AUTOSTADT

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# Winter wonderland at Autostadt

- The atmosphere of a winter wonderland from 28 November 2025 to 4 January 2026 at Autostadt
- New this year: Christmas store with selected gift ideas and festive atmosphere
- A world of adventure for families: Ice skating on 4,000 m², winter market, snow world, carousel and wave swinger
- Other highlights: Grizzlys Wolfsburg show training session and creative winter workshops for kids and families
- See www.autostadt.de/winter for more details

“A time to reflect” – Autostadt Wolfsburg will be opening its doors to the annual winter festival from 28 November 2025 to 4 January 2026. This year’s winter wonderland brings a big anniversary year – twenty-five years of Autostadt – to a festive conclusion, while transforming the grounds into a magical world of experiences for the whole family.

“With great attention to detail, we are once again creating a winter wonderland as an opportunity for marvel, reflection, and a shared experience,” says Armin Maus, Chair of the Autostadt Board of Directors. “We aim to create a place focused on contemplation and precious time shared together – especially in the winter season. This year’s winter celebration will also conclude our anniversary year in fitting style. A festive highlight we would like to celebrate together with our guests.”

A wide range of activities with special moments await the whole family, such as skating on a big ice rink with evening ice disco, 1,100 m² snow world for children, and the new Christmas store held in a traditional timber-framed barn theme. Many winter booths with culinary delights as well as nostalgic classics such as the children's carousel will conjure up a festive atmosphere.

The newly opened Christmas store will be a special highlight this year. The Christmas store in all its traditional timber-framed charm will have lovingly selected Christmas items such as original tree baubles and festive decorations on 80 m² of floorspace near the Porsche Pavilion. The newly placed curling track directly opposite is an ideal place to meet and chat with a splendid view of the

winter hustle and bustle.

Lovingly crafted handicrafts and small gift ideas await discovery at the booths of the winter market. A plethora of booths will be serving delicious refreshments of the season from Kaiserschmarrn and waffles to cheese spaetzle and roast skewers.

Worlds of adventure on ice and snow
At the heart of the winter world, the 4,000-square-meter ice rink opens daily from 10 AM to 10 PM for guests to skate around. You can bring your own skates or rent a pair at the rink for 5 euros. When dusk sets in, the ice rink becomes a popular ice disco from Sunday to Thursday with a vibrant musical mix from the 70s to the present day.

The 1,100 square-meter snow world attraction is perfect for the littlest guests to romp around in a magical winter wonderland. The snow world attraction is open to kids aged four to twelve to go sledding and making snowmen. Located in front of the customer centre, the historic carousel for children aged three to ten radiates nostalgic flair. The wave swinger on the Piazza Forecourt provides airy moments for children aged six and over.

Special event highlights
The Grizzlys Wolfsburg ice hockey stars will be showing their skills in a show training session on the ice rink on December 2. The Young TV Crew will be there for the first time – young reporters on location reporting events as they happen as part of a new arrangement between Autostadt and the Grizzlys Wolfsburg team.

Creative educational workshops for children aged six and over, young people, and parent-child teams round off the winter programme. Autostadt will be holding a series of interactive events from Christmas baking and decoration ideas to exciting tech projects such as laser cutting and electric model car construction from 23 November 2025 to 5 January 2026. An integral part of the festive winter wonderland, these workshops are a unique family experience combining learning, creativity, and time spent together.

Each valid Autostadt ticket includes admission to the Winter Magic. Adjusted opening hours for the theme park will apply during the event period: The Autostadt pavilions will open daily from 9 AM to 5 PM between 28 November 2025 and 4 January 2026. The winter wonderland, along with

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the entire Autostadt grounds, will remain closed on Christmas Eve and New Year's Eve (24 and 31 December 2025 respectively).

Opening hours (weather permitting):
Ice rink: Mon–Sun, 10 AM to 10 PM
Snow world: Noon to 8 PM
Winter market booths: Mon–Fri: 2 PM to 10 PM; Sat, Sun: Noon to 10 PM
Ice disco: Sun–Thu: 4:30 PM to 7:30 PM (no ice disco on December 25)

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About the Autostadt in Wolfsburg – The world's leading automotive destination

As a communications platform for the Volkswagen Group and its brands, the Autostadt in Wolfsburg focuses on the Volkswagen corporate values and all aspects of mobility. The theme park and educational centre have attracted more than 48 million visitors since the official opening in 2000, making the Autostadt one of the most popular tourist destinations in Germany. The Autostadt is also the world’s largest new car delivery centre and home to the multi brand Zeithaus car museum. Featuring a variety of cultural events the Autostadt is a well-known international meeting place for culture enthusiasts.

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