



On 13th April 2024, MHP Arena Stuttgart shone in new splendor – with refurbished main stands and a brand-new box section, among other things. (photo: MHP)

PRESS RELEASE

Extensive refurbishment work completed

17th April, 2024

MHP Arena Stuttgart shines in new splendor

- On 13th April 2024, MHP Arena Stuttgart shone in new splendor – with new main stands and a new box section, among other things
- As from now, the ground can accommodate 60,058 fans, making it the third largest Bundesliga stadium
- The most modern box of the entire Bundesliga: "Porsche Tunnel Club" with a view onto the players tunnel

Ludwigsburg / Stuttgart – After two years of intensive redevelopment work, we are finally there: The modernization of MHP Arena Stuttgart has been successfully completed. One highlight of the reopening is the inauguration of the modernized main stands and the entire box section. Numerous improvement measures have been realized to ensure an even more pleasant experience in the arena – not just for the guests but for the players too. With the completion of the building work, nothing now stands in the way of the European Football Championship in June 2024.

New main stands, new box section, and new media center

The lower tier of the main stands, which dated back all the way to 1974, has been completely rebuilt and the main stands expanded all the way up to the roof supports. This entailed the construction of new team dressing rooms, sports function rooms, a new media center, an additional business section, as well as a modern production kitchen. The kiosk facilities throughout the arena have been modernized and digitized and the signage has been improved.

As a result of the work, MHP Arena Stuttgart now has a total capacity of 60,058, for standing and seated spectators at Bundesliga matches and a seating capacity of 54,812 for international matches. The 66 boxes can accommodate up to 956 guests. Overall, some 4,500 business seats are now available in the MHP Arena.

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A box that is one of a kind within Europe, named the "Porsche Tunnel Club", has been integrated into the main stands in a central position. Here, the over 200 guests of the exclusive box have an unobstructed view of the players tunnel through a glass section in the floor. Further enhancements include some heated seats in the open-air stands.

From the region – for the region: MHP is the naming sponsor of the stadium

"It makes me proud to see the MHP name on what is – partly thanks to digitization – one of Europe's most modern stadiums. When filled with all the fans, the atmosphere at MHP Arena Stuttgart gives goosebumps to our employees and to me too, of course," comments Dr. Ralf Hofmann, co-founder and CEO of MHP.

The management and IT consultancy has held the naming rights to MHP Arena Stuttgart since the start of the current season. The company is already the naming sponsor of MHP Arena in Ludwigsburg, home of the Basketball Bundesliga club MHP Riesen as well as that of the ladies' team of the Handball Bundesliga club SG BBM. The sponsorship and social engagement in connection with the Stuttgart stadium represent a clear commitment to the locality. The ground situated by the Neckar River is dear to the hearts of fans from the whole region. As a business, MHP occupies a position of responsibility and is keen to help preserve something for as many people in the region as possible by facilitating an activity that is important to them – and that brings enjoyment.

The company headquartered in Ludwigsburg is also involved in a number of specific areas connected to VfB Stuttgart, namely women's soccer, the promotion of young talent, e-sport, athletics, and the Youth Academy.



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About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 27 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. Around 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

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