

The planned entrance to EDventure

GRAND PRIX EDventure

Interactive 3D family adventure opens at Europa-Park

March 12, 2025

Just in time for the start of the season, the interactive 3D dark ride GRAND PRIX EDventure brings exciting gameplay fun to a new level. In the 50-year anniversary season, Ed & Edda receive the first attraction of their own at Europa-Park, leading riders right into the world of the new animated feature film GRAND PRIX OF EUROPE.

Even from a distance, the new Gameplay Theater from manufacturer MACK Rides impresses with a spectacular entrance area that radiates action-packed ride atmosphere and whets your appetite for interactive adventure. On the inside, guests aged three and older take a seat in one of the 18 dynamic cars, which allow them to immerse themselves even further into new, impressive scenes.

In the Luxembourg themed area, MACK One has achieved an attraction that brings numerous departments and competences together: Thanks to

state-of-the-art multimedia integration, theming with attention to detail and dynamic animation content, visitors get to experience the world of Ed & Edda up close. Ten different sections lead the whole family into iconic European cities and to breathtaking sets from the film. Riders become part of the racing crew and, in the game, have to demonstrate skill and team spirit. During the six-minute ride, they shoot at different targets to gather points and energy.

Europa-Park owner Roland Mack says: “GRAND PRIX EDventure is an impressive example of how Europa-Park has constantly developed in the last 50 years. The interactive 3D attraction brings state-of-the-art technology with a thrilling story and reflects our claim of setting new standards. Tying in with the 50-year anniversary, it enriches the heart of our park and offers guests an unforgettable adventure with Ed & Edda”.

GRAND PRIX OF EUROPE is the first large 90-minute cinema adventure of the popular mascot stars Ed & Edda. In Germany, the animated film is in cinemas from 23. July and will soon be released worldwide. It has been produced by Michael Mack, Managing Director of the Europa-Park Resort and founder of the MACK Magic entertainment company.

“With GRAND PRIX EDventure, we’re bringing the world of GRAND PRIX OF EUROPE into Europa-Park and achieving a unique, immersive brand experience. The combination of interactive theme ride, film and numerous other products shows the enormous potential of our story worlds and brings together the competences of the whole MACK Group in one innovative entertainment concept,” says Michael Mack

Dates & Facts on GRAND PRIX EDventure

Manufacturer: MACK Rides Type: Gameplay Theater Opening year: 2025 Ride length: c. 6 minutes Theoretical capacity (People per hour): c. 1100 Unaccompanied age minimum: 8 years Minimum age with adult: 3 years Unaccompanied height minimum: 130 cm Minimum height with adult: 90 cm



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Poster for EDventure

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