

Moos meets motorsport: Supercar goes on tour, does good and becomes an exhibition piece

This moss green work of art and hp powerhouse will draw attention on Europe's streets: A Lamborghini Urus Performante, fresh off the production line, embarks on a journey from Germany to Mallorca in May 2025. The next few months are all centred around selling moss flakes and raising funds for a good cause at stopovers – such as in Germany, Austria and Switzerland. Starting in spring 2026, the moss flakes will be mounted onto the car, incorporating additional artwork and transforming it into a unique exhibition piece. "Together with partners and sponsors, we can show social responsibility and commitment through this project", states car enthusiast and initiator Andreas Bergermann.

OPPACH; PALMA DE MALLORCA (May 2025) / "En Route to the MoosMoos Art Car Tour 25/26" is an Italian supercar's motto. Starting from the dealership and the MoosMoosheadquarters, located in the German town Oppach, a Lamborghini Urus Performante sets out on its journey. It will making various stopovers, before reaching its first important destination: Mallorca. Leading up to that, stops will be made in Germany. In Austria, the Urus will stop in Tyrol, Salzburg, Styria and Vorarlberg. It is possible to purchase moss flakes at every stopover for fundraising purposes. The moss flake sale's net proceeds will be donated to two aid projects. But let's start at the beginning.

Tour kick-off on Mallorca

From Italy, along the Côte d'Azur to Saint Tropez, via Monte Carlo and then to Mallorca, where the Urus will be presented to international guests on the 16th of May. In the following weeks, the artwork on four wheels will drive to different stops on Mallorca and Ibiza. The vehicle starts its adventure fresh off the production line. "It is the very last of its kind, as the Italian luxury brand will continue with electric motors", says Andreas Bergermann, CEO of MoosMoos and professed car enthusiast. He ordered the Urus two and a half years ago, to make sure it will be delivered in time and ready for the tour. For him one thing was obvious: "We need to take advantage of this car and organise a tour where the Urus can attract attention!"

Sportscar becomes artwork

With every stop in 2025 and 2026, the car becomes more of an eye-catcher and a living sculpture. In the beginning, the on Mallorca residing artist Sarah Schretzmair and MoosMoos-designer Jens Loschke work artistically on the sportscar.

From May 2025 onwards, many small moss flakes will be sold for a good cause. They will be mounted on the car body from spring 2026 until the Grand Closing in summer of the same year.

The moss flakes are between one and a half and two centimetres big. For private individuals wanting to do good, they are available to be purchased for 12 Euros. Support and therefore also funding possibilities for companies start at 390 Euros.

The embellishment with the green moss flakes symbolises the “Greenovation – Gold of Green” for Andreas Bergermann. Under this heading, the MoosMoos Manufaktur works on indoor and outdoor façade and wall design with naturally prepared mosses.

A first glimpse at the route of the “Art Car Tour 25/26”

- Ready, set, go! The route from the dealership in Leipzig to the company headquarters in Oppach in May 2025 marks the first leg of the journey
- Afterwards tour stops are planned in Germany and Austria, Monaco and France
- The official kick-off for the “MoosMoos Art Car Tour 25/26” will be on May 16th at “The Circle” in Santa Ponsa, the MoosMoos-showroom on Mallorca.
- The car will stay on the island until autumn and will be invited to various events
- Mid of September, the Urus will enter mainland Europe again and attend different events to promote moss flake sales. Moss flakes can be purchased on site at side-events in Germany, Austria and Switzerland, or online
- In 2026 the “Art Car Tour” will lead back to Mallorca – culminating in the Grand Closing event in summer

Aid Projects “Comida para todos” and children in sport

Andreas Bergermann wants to dedicate the net proceeds of the “MoosMoos Art Car Tour 25/26” to two aid projects, one being the “Comida para todos” (meaning “food for all” in Spanish) on Mallorca. The second aid project will support children in sports. “To us, sustainable aid is important”, he says. The presentation of the finished artwork and the donation handover will happen after the tour has ended in 2026. Afterwards, the Urus with its 660 hp, will be sold. Bergermann’s great wish is for the car to find a new owner, who will exhibit it in a museum.

Moss and craftsmanship in the family company

Andreas Bergermann has been the CEO of Bergermann Floristik GmbH since 2000 and has been developing natural, sustainable room elements for hotels, restaurants and offices with MoosMoos Manufaktur since 2015.

Moss surfaces are maintenance-free and not only visually appealing, they also offer benefits for the indoor room climate. With company sites in Europe and a showroom on Mallorca, MoosMoos serves customers worldwide and collaborates internationally with interior architects, designers and garden designers.

"We are currently working intensively on the greening of building façades with moss. Greenovation façades are maintenance-free and we are market leader with our green moss façade. The moss flakes on the Lamborghini on the "Art Car Tour" are a direct reference to our Greenovation," says Bergermann.

What happens next?

We will happily keep you informed about the tour stops and events of the "MoosMoos Art Car Tour 25/26" via e-mail. There will also be regular updates on the website: <https://moosmoos.world/art-car-tour/>

Contact details for questions and interviews

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