

Press Release

Ground-breaking Ceremony Marks Next Construction Phase of the Beurer Sportpark

Ulm, 18 June 2026 – With the ceremonial ground-breaking, SSV Ulm 1846 e.V. reaches an important milestone on the way to the new Beurer Sportpark. A modern sports facility for exercise, health and community is being built in Ulm. The new building will in future create optimal conditions for club, health, grassroots and competitive sports and offer space for a wide range of sports and exercise activities.

For SSV Ulm 1846 e.V., the Beurer Sportpark is one of the most significant future projects in its club history and one of the largest investments of recent decades. With the new building, the club is creating modern and sustainable framework conditions for its steadily growing club community and setting the course for the sporting development of future generations.

“The Beurer Sportpark is far more than a construction project. It is a clear commitment to the future of our club and to sport in Ulm. With this investment, we are creating modern framework conditions for our members and future generations.

Today’s ground-breaking ceremony is

an important milestone on this path,” says club president Willy Götz. After the demolition of the Jahnhalle, the project is now entering the next construction phase. Thus, the planning of recent years is gradually becoming visible.

“With the Beurer Sportpark, a sports facility is being created that meets the requirements of a modern sports club. After the demolition of the Jahnhalle, the next project phase now begins. The fact that we can take this step together with strong partners from business, politics and



Great joy at the groundbreaking ceremony in Ulm (from left): Norbert Plogmann (SSV Ulm 1846), Marco Bühler (Beurer GmbH), Martin Ansbacher (City of Ulm), Willy Götz (SSV Ulm 1846), Benedikt Bohn (WLSB), Fabian Göggel (SSV Ulm 1846), Berthold Braunger (Braunger Wörtz Architects), Lars Plugge (Braunger Wörtz Architects) and Andreas Braung (Grüner und Mühlischlegel GmbH & Co. KG).

sport makes this milestone particularly valuable for our club,” explains managing director Fabian Göggel.

The city of Ulm also attaches great importance to the project for the further development of the sports location. “This sports park is not only a place for the club, it will also be a place for the city. The new areas open up additional opportunities for school sports and all-day care. Especially in light of growing demands in the education sector, the Beurer Sportpark is a decisive added value for the city. It thus stands as an example of smart and sustainable development, a close integration of club and school sports, efficient use of infrastructure and an investment in quality of life in our city,” says Lord Mayor Martin Ansbacher.

Beurer is the namesake for the new sports park

A special signal is set by the naming partnership with the Ulm family company Beurer. “Ulm is our home. Beurer was founded here more than 100 years ago, we have grown here as a family business and we still feel deeply rooted here today. That is why it is something very special for us to now be the namesake of the Beurer Sportpark of SSV Ulm 1846. Grassroots sport brings people together and is at the same time an important component of health prevention – and thus also for a long, healthy life. The ground-breaking ceremony is therefore a strong signal for the future of sport in Ulm and the region. We are very pleased to accompany this path,” explains Beurer managing director Marco Bühler.

From the company’s point of view, too, the partnership is an excellent fit in terms of content. “The connection between Beurer and the sports park feels absolutely natural to us. We develop products that help people to be active and to lead a modern and healthy lifestyle. At the same time, we have been promoting a wide variety of sports for years: from tennis to basketball to numerous running events in our region, where people take part for the joy of exercise. That is exactly why the Beurer Sportpark suits us so well,” says Kerstin Glanzer, Head of Marketing at Beurer.

The symbolic ground-breaking ceremony was carried out jointly by representatives of SSV Ulm 1846 e.V., the city of Ulm, the Württemberg State Sports Association, the company Beurer as well as the companies involved in the construction.

With the Beurer Sportpark, a modern sports facility for exercise, health and community will be created in the coming months. The new building will strengthen SSV Ulm 1846 e.V. in the long term and at the same time make an important contribution to the further development of Ulm as a sports location.

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Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. What's more, Beurer offers various beauty products in the categories of facial care, body care, hair care, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the Personal Care category. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 employees worldwide and a distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at www.beurer.com.