

Classic Expo 2025: Record number of visitors at the 21st edition of the International Classic Car Exhibition

Over the weekend (October 17 to 19, 2025), the Salzburg Exhibition Center once again became a meeting place for thousands of classic car enthusiasts. The 21st edition of the Classic Expo International Classic Car Exhibition set a new record with around 24,000 visitors.

Classic Expo founder Hermann Schwarz is impressed: "Classic Expo has already become the communication hub of the classic car scene. It's not just about cars, but above all about meeting people and sharing a passion. The fact that we are celebrating a record 24,000 visitors this year confirms the special significance of this event."

Guests have always appreciated the successful mix of dealers, service providers, a parts market, and privately owned vehicles for sale. Clubs and associations are also an integral part of the exhibition's flair and contribute to the unique atmosphere of the event. With ten full halls and a completely occupied exhibition center, this year's Classic Expo offered a wide range of attractions.

Special highlights this year were once again the large special shows, which provided extraordinary insights into automotive history and its cult objects. The focus was on "150 Years Ferdinand Porsche," "Porsche Tradition – Emotion in Motion," and "75 Years VW Bulli."

Another crowd puller was the classic car auction held by Humer, Granner & Co GmbH, which once again generated excitement on Saturday. Over 170 vehicles went under the hammer, including the car belonging to star conductor Herbert von Karajan. The wide selection and prominent items attracted increasing interest from visitors, as did the bids.

The exhibitors gave a thoroughly positive assessment and emphasized the special quality of the audience. Thomas H. Rupf from Carruca explains: "I've been here from the beginning, and it goes without saying that I'll be back again in the future. The many cars in the auction have noticeably attracted additional visitors." Ralf Reller, who was represented for the first time with Automobile Reller, praises the "beautiful trade fair, right from the start" and adds: "The atmosphere was excellent, we sold well. The audience was interested and ready to buy." Markus Geroldinger from Platzer & Wimmer, who were attending as exhibitors for the first time this year after many years as visitors, also gave a positive assessment: "With us, the dream of owning your own classic car can come true for as little as €15,000. Brands are irrelevant – what matters is the individuality and quality of the vehicles. Classic Expo offers us the ideal opportunity to present this variety of collector's items."

This shows that Classic Expo is much more than just an exhibition. It is a place where enthusiasts, collectors, dealers, and newcomers come together to share their passion. With its special flair, it has long established itself as the communication hub of the classic car scene.

The next edition of Classic Expo will take place from October 16 to 18, 2026, at the Salzburg Exhibition Center.