

Classic Expo: Salzburg once again becomes a mecca for classic cars

From **October 17 to 19, 2025**, the Salzburg Exhibition Center will once again be transformed into a stage for automotive history. For the 21st time, Classic Expo invites classic car enthusiasts from Austria and abroad to celebrate the fascination of classic cars and motorcycles.

A celebration of classics and rarities

Renowned dealers, private sellers, and clubs present their automotive treasures on approximately 45,000 square meters of exhibition space—from lovingly restored one-of-a-kind vehicles to rare garage finds. The offering is complemented by a high-quality parts market with accessories, spare parts, specialist literature, and collectibles—a paradise for hobbyists and collectors.

"The Classic Expo is one of the most enjoyable exhibitions in our annual calendar. There's no need for a big production here; it's the encounters between classic car enthusiasts over the three days and, ultimately, the exhibits from dealers and private individuals that make it special. It's great that we have grown again and are now using the entire hall space on the grounds except for the Salzburgarena. I think we are well prepared for a true experience centered around first-class historic vehicles," says Managing Director DI (FH) Alexander Kribus, MBA.

A journey through time with depth and emotion

Classic Expo 2025 will have a special thematic focus: important automotive anniversaries will be celebrated in atmospheric special exhibitions. Among other things, visitors can look forward to a tribute to 150 years Ferdinand Porsche, highlighting the life's work of the visionary engineer. The legendary VW Bulli, which has been a symbol of freedom and adventure for 75 years, will also be featured. Porsche fans can also look forward to the special show Porsche Tradition – Emotion in Motion. A fascinating journey through time, design, technology, and emotion – perfectly staged for connoisseurs and newcomers alike.

Classic car auction on the Saturday of the exhibition

A special highlight awaits visitors on Saturday, October 18, starting at 2:00 p.m.: The “Classic Cars & Rare Vehicles” auction, organized by Humer, Granner & Co GmbH, will break the previous record for the number of vehicles auctioned this year. With over 170 vehicles, it offers an extraordinary range. The oldest model in the catalog is a 1924 Ford Model T Tourer – a real piece of automotive history.

Diverse program

The program also offers informative and inspiring activities. A special highlight – in cooperation with fahr(T)raum – is the reading to mark the publication of the book “Ferdinand Porsche 1875–2025 – Mensch, Visionär, Familienunternehmer” (Ferdinand Porsche 1875–2025 – Man, Visionary, Family Entrepreneur). This will take place every day of the exhibition in the cinema in Hall 9. Further supporting program events can be found here:

<https://www.classicexpo.at/en/visit/programme/>

Tickets & information

Tickets and all further information about exhibitors, special shows, and the supplementary program are available online at www.classicexpo.at/en/.

Once again, Classic Expo promises to be a classic car weekend in a class of its own.