

PRESS RELEASE

Messezentrum Salzburg GmbH

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Classic Expo 2026: Salzburg Celebrates Three Days of Automotive Fascination

From 16 to 18 October 2026, Messezentrum Salzburg once again became a meeting place for the international classic-car community. Around 25,000 classic-car enthusiasts from Austria and abroad enjoyed a weekend at Classic Expo filled with historic vehicles, impressive special exhibitions and exciting encounters.

A Variety That Inspires

Across approximately 45,000 square metres of exhibition space, dealers from throughout Europe and private sellers presented classics from a wide range of makes and eras. An extensive parts market, along with numerous clubs and associations, complemented the offering and once again made Classic Expo a lively meeting place for collectors, dealers and classic-car enthusiasts.

“Classic Expo 2026 has once again demonstrated just how strong the interest in historic vehicles remains today, and how important Salzburg is as a meeting place for the international classic-car community. The high level of visitor interest, the variety of classic vehicles on display and the positive atmosphere in the halls made the exhibition a great success. We are particularly pleased that our diverse offering appealed both to long-standing classic-car enthusiasts and to a new, interested audience. My thanks go to all exhibitors, partners and visitors whose passion and commitment made a significant contribution to this success,” said Managing Director DI (FH) Alexander Kribus, MBA.

Fascinating Journeys Through Time and Major Anniversaries

Highlights included special exhibitions celebrating 75 years of Porsche motorsport, 70 years of Porsche-Diesel and the world of Märklin, featuring Peter Alexander's model railway. Other attractions included the 30th anniversary of Porsche Diesel Club Europa e.V., 90 years of the Fiat 500 Topolino, 140 years of Mercedes-Benz innovation, and American muscle cars, all offering fascinating insights into automotive history. The supporting programme also featured engaging expert talks and the Art Tractor Project, an extraordinary art project in support of the Austrian Cancer Aid.

Excitement at the Classic-Car Auction

Another highlight of Classic Expo 2026 was the traditional classic-car auction held by Humer, Granner & Co GmbH on the Saturday of the exhibition. With more than 230 vehicles offered for auction, a new record was set, and the auction was divided into two parts for the first time. More than 90% of all vehicles were successfully sold. Highlights included a 1976 Maserati Bora 4900, which sold for €94,300, and a 1957 Denzel 1300 Serien Super, which fetched €126,500.

Exhibitors Report Positive Results

Classic Expo 2026 also left a positive impression on exhibitors. Alongside the strong interest in historic vehicles, personal interaction and visitors' enthusiasm were key features of the exhibition weekend.

Thomas H. Rupf of Carruca particularly highlighted the classic-car auction as a major visitor draw, bringing new audiences to the exhibition and reaching potential customers. He also praised Classic Expo's attractive location in Salzburg, which, compared with other classic-car shows, is especially appealing to women and families.

“Classic Expo stands out from other classic-car shows above all for the exceptionally high quality of its exhibitors and vehicles, making it very appealing to visitors who are interested in purchasing,” emphasised Xavier Molenaar of Oldtimer Farm, who exhibited at the event for the first time this year.

Simon Pühringer of Auto Pühringer also gave a positive assessment. A joint event with Ferrari Club Austria attracted more than 100 guests to the stand on Saturday afternoon, where the club began its end-of-year celebration. Alongside many existing customers they shared, the focus was on personal interaction and numerous enjoyable conversations.

Three days filled with automotive history, impressive vehicles and lively encounters came to an end. Classic Expo once again confirmed its importance as a meeting place for the international classic-car community and demonstrated that the fascination with historic vehicles remains as strong as ever.

The next Classic Expo will take place from 15 to 17 October 2027 at Messezentrum Salzburg.

Further information: www.classicexpo.at