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Classic Expo 2021 – a complete success!

Crowds of visitors at the International Classic Car Fair at the Messezentrum Salzburg

Last weekend, the Messezentrum Salzburg once again acted as a time portal with the Classic Expo. Countless classic cars created a nostalgic flair in the exhibition halls and invited visitors to take a journey into the past from October 15 to 17.

Around 20,000 visitors responded to the trade show's call to celebrate the world's rustiest hobby together and to exchange ideas with like-minded people. Visitor numbers reminiscent of pre-Corona times thanks to 3G regulation. *"This year it was our second Classic Expo under special circumstances. So we already had experience in our luggage regarding the organizational handling and also the comprehensive security concept. Thanks to the great discipline of our visitors with regard to the 3G check, as well as in the interaction of all colleagues involved, we can look back on an extremely successful trade fair weekend."* says Managing Director DI (FH) Alexander Kribus, MBA.

Single and multi-track special shows

In addition to the many dealer and private vehicles, visitors were also able to enjoy two special shows. At 75 Years of Vespa, the focus was on the two-wheeled Italian cult vehicle, while 60 Years of Jaguar E-Type paid homage to the fast design icon from the sixties. The special shows were realized in cooperation with the Vespa Club Austria and the Jaguarclub Austria. *"The cooperation with the various clubs and associations is of great importance to us. They are an important part of the industry and the ones who help keep the scene alive."* Classic Expo founder Hermann Schwarz expresses.

Dorotheum auction a box office success

Once again, the Dorotheum can report a complete success with a sales quota exceeding 90% and a record duration of two and a half hours, beyond the regular opening hours of the fair. Around 72 of the 76 classic vehicles on offer, including two tractors and two racing cars, changed hands at the auction. The Steyr Fiat 1100 M (1957) offered at the beginning of the auction was a brilliant start for the bidders, exceeding the estimated price by 50% at € 18,500. The star of the auction was a Lamborghini Countach LP400 S (1979), which went to an Austrian bidder for € 460.000.

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Exhibitors give Classic Expo a favourable reference

If one listens around in the exhibitor rows, above all the large joy over the realizable fair appearance on the Classic Expo is noticeable, which takes place European-wide this year as one of the few classic car exhibitions at all. The joy is likely to affect exhibitors and visitors alike; the success rate speaks for itself. Jan Altena, owner Altena Classic Service: *"We arrived without great expectations due to well-known circumstances. Then we already had a successful start to the fair on Friday with the sale of two vehicles. In total, we brought 4 classic cars to the man and are very satisfied."* Robert Schatteiner, owner of Car Loft Fahrzeughandel GmbH also has good things to report: *"We are extremely happy that the Classic Expo can take place without major restrictions and are pleased about a successful trade fair weekend. You realize how important personal contact and facial expressions are in customer discussions."* Thomas Franz, owner of Autosalon Isartal, who is participating for the twelfth time this year, even reports a personal record year at Classic Expo this year. There is also unanimity about the perfect organization, friendliness and flexibility in Salzburg. The tenor is also unanimous with regard to making many interesting customer and business contacts.

A full trunk of fond memories serves as the perfect spark for next year's plans. So **Classic Expo** will start into the next round from **October 14 to 16, 2022**.

SAVE THE DATE

Classic Expo October 14 – 16, 2022

Further information can be found at www.classicexpo.at

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