



Key words: Classic Expo, classic cars, fair

MEDIA INFORMATION:

Salzburg, 13<sup>th</sup> October 2021

**Classic Expo: International classic car fair on the road to success**

This weekend Messezentrum Salzburg is welcoming a whole range of classic and vintage cars to the grid for the 17<sup>th</sup> successive edition of the **International Classic Expo from 15<sup>th</sup> – 17<sup>th</sup> October 2021**.

Row after row of nostalgic automobiles at Europe's most wonderful marketplace for classic car lovers will be presented by around 300 exhibitors from 12 countries, thrilling connoisseurs and visitors alike. *"Demand for the Classic Expo is as great as ever among exhibitors and visitors. This shows what a first-class reputation the event has in the sector, naturally motivating the entire team to give their all to guarantee a safe and professional expo experience. We are delighted to be staging one of Europe's biggest classic car fairs for thousands of enthusiastic domestic and foreign visitors; all of course subject to the 'tested, vaccinated or recovered' Covid rule"* explains Alexander Kribus, (DI (FH) MBA) in anticipation of the roaring weekend ahead.

**It's all in the name**

Classic cars as far as the eye can see. There's something for every budget, from magnificent models available from premium dealers to classic and vintage cars from next door's garage. The Classic Expo elegantly brings together a broad community of private collectors through to amateur repair and restoration enthusiasts. While some swoon at the excellently-stocked parts market for the chrome and sheet metal spares, a wide range of clubs generate a colourful, lively atmosphere, reigniting the style and spirit of the previous century.

The Classic Expo hits top gear on the first day, **15<sup>th</sup> October**, with an exciting **stage panel discussion at 4 pm** which deals with a hot topic: 'The classic car community after the pandemic. What's changed and what will remain the same?' (Expert panel: Sven Schrader – CEO, Octane publishing in Germany, Bernhard Eder – CEO at OCC Austria, Franz Steinbacher (KR) – automobile expert, Robert Krickl (KR, Ing.) – President ÖMVV, Jannick Tapken – CEO MyCarmunity)

On **Saturday 16<sup>th</sup> October** there are some great opportunities to capture magic moments for a lifetime at the booth of the camera manufacturers Leica in hall 9, where visitors can have their **vintage cameras valued by an expert**. More excitement is guaranteed in **hall 1** at the **Dorotheum 'Classic Car Auction' at 4 pm**. This year a total of 76 historical automobiles are to go under the hammer.

Gender Disclaimer: The gender-specific spelling has been omitted for the sole purpose of better readability. All personal names in this document are therefore to be understood as gender-neutral.



Among the exhibits up for auction are an affordable 1987 Volkswagen Polo Coupe CL modern classic, all the way up to a **superlative sports car** in the shape of a **1979 Lamborghini Countach LP400 S valued at €400,000**. *“Another special aspect this year is the fact we have two cars that have remained with their current owners for over three decades. The Porsche 911 Speedster is a unique opportunity for classic car buyers, being ‘almost as good as new’ with just 2950 kilometres on the clock”, stated Wolfgang Humer (Mag.), head of the Dorotheum Classic Car Department. Moreover, two E-Type Jaguars are to be auctioned in fitting with the focus of one of this year’s special displays.*

### **Special displays for automobile and motorcycle fans**

Two special displays at this year’s show feature thrills for those who love the wind rushing through their hair while riding either two-wheeled or four-wheeled Jaguar classics. **60 years of the Jaguar E-Type** celebrates a design icon from the 1960s that made history as a speed and power pioneer. **75 years of the Vespa** traces the history of the cult scooter back over several generations. These displays are being held in cooperation with the Jaguar Club Austria and Vespa Club Austria for plenty of expertise and insider knowledge. The brakes are on, the stands are out and it’s time to talk!

Once again, the Classic Expo promises to be a crowd magnet and gathering point for classic car lovers from near and far. As one of only a few classic car expos taking place in the German-speaking regions of Europe this year, the Messezentrum Salzburg is even more delighted to welcome this personal get-together for like-minded autophiles against the backdrop of so many classic cars, and surrounded by a nostalgic fragrance of fuel and oil!

For more information – go to [www.classicexpo.at](http://www.classicexpo.at)

If you have questions, please contact: Denise Müller (BA)

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## FACT BOX

### 17<sup>th</sup> Classic Expo Salzburg

15<sup>th</sup> – 17<sup>th</sup> October 2021 at Messezentrum Salzburg

#### Opening hours:

Friday 09:00 – 18:00

Saturday 09:00 – 18:00

Sunday 09:00 – 17:00

Info and tickets: [www.classicexpo.at](http://www.classicexpo.at)

#### Admission fees:

1-day ticket 17 EUR

1-day ticket discount\* 15 EUR

1-day ticket for children (up to & including 12 years) FREE

\* Students, national military service, official community service, SN Card holders, children aged 13-17 years