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PRESS RELEASE:

15 Years of the Classic Expo – Salzburg’s answer to the continuing boom on the classic car market

Salzburg, 10th October 2019

From the 18th – 20th October, Salzburg Exhibition and Congress Center looks back on several decades of automobile history as it stages this international classic car fair. A whole fleet of wonderful old automobiles from all over Europe is being rolled out to mark the 15th anniversary of the Classic Expo show, filling the expo halls with dazzling chrome and shiny polished paintwork.

The nostalgic vehicles provided by around 400 exhibitors adorn a sold-out expo centre with the charm and spirit of bygone ages. The Classic Expo takes the road back in time to a world of chugging engines, roadbooks and driving goggles.

“After 15 years, the Classic Expo is already one of the oldest fairs in our portfolio. The durability and ongoing growth in visitor figures show how great current the demand is for this wonderful pastime. The show’s first-class reputation throughout Europe is the result of the immense amount of time invested by the organising team down the years – and the enthusiasm and passion contributed by everyone involved. Continued growth of an event of this scale can only be achieved with the necessary dedication. Currently, we are proud to welcome around 26,000 visitors to the Classic Expo”, stated Dr. Gerd Raspotnig, CEO at Messezentrum Salzburg GmbH.

The latest figures speak for themselves: There are over 250,000 registered, road-approved classic cars in Austria, plus an unknown number of unregistered treasures in garages and workshops. In the neighbouring country of German there are around 700,000 cars bearing the statutory H-plates.

Hidden treasures

There’s an unbeatable mix of premium-standard cars and second-hand gems. Once again, numerous private sellers will be exhibiting items of automobile history and seeking buyers at the Classic Expo. It’s a perfect opportunity for all those who have been considering investing in a four-wheeled treasure for a long time.

Going, going...gone!

People who don’t immediately find what they’re looking for among the comprehensive range of vehicles showcased by dealers and private sellers are recommended to come to Salzburg Exhibition & Congress Center on **Saturday 19th October**. In hall 9 at exactly 4pm the eagerly-awaited auction of historical cars



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begins, staged by the **Dorotheum auction house**. There are 60 classic cars for sale, and the auctioneers expect it to be the **most lucrative auction of its kind ever to be held in Salzburg**. Spectators enjoy the thrill of the bidding battles as the chances to get lucky race past!

Some of the most popular and valuable cars on offer are a **Lancia Rallye 037 Evo**, **Mercedes-Benz 300 SL wing-door** and a **Ferrari F40**, a **Porsche 356 A T1 Speedster** (built in 1957) and a **Steyr 30 S luxury convertible** (built in 1932).

Anniversaries everywhere

Alongside the chatter of the engines, on the 15th anniversary of its launch the Classic Expo will also be featuring several special showcases. The theme in hall 1 is **'Bella Italia'** and focuses on the most beautiful and elegant designs, and the sportiest and most original bodywork, ever to have been produced by the Italians - from Aprilia and Ducati to Vespa, and from Alfa Romeo to Maserati, Ferrari and Zagato. **'100 Years of Zagato'** adds a heavy dose of southern European flair. Hall 10 features the **'60 Years of MINI'** showcase to celebrate the pioneers of space-saving design. There's another '60th festivity with a special display for the **Steyr-Puch Haflinger**, organised by the CMO Club, and yet another 60th anniversary for the **Salzburg ÖAMTC breakdown service**. This organisation will be exhibiting two historical vehicles: a Puch 500-D (built in 1963) and a Puch Type 250 SG motorcycle (built in 1961). What's more, Austrian 'Capri' enthusiasts are eagerly awaiting the special **'50 Years of the Ford Capri'** showcase.

Something special

The Classic Expo doesn't just impress with its scale, providing 40,000m² of expo space. It's also the sophisticated combinations of dealers and private sellers, of luxury and history, dedication and passion that cover such a wide base of customer interests. The comprehensive **parts market** spreads across two halls to ensure every customer finds something special, be it an original vehicle certificate, a spare part or a new badge for the cooler grille. The burgeoning **club scene** enhances the authentic 'Zeitgeist' of the last century, and fills the expo halls with life. This passion for rusty racers and recreational vehicles is what unites everyone at the show – exhibitors, visitors and hobby mechanics. It's now time to celebrate that passion at the 15th annual edition of the Classic Expo.



FACT BOX

15th Classic Expo Salzburg

18th – 20th October 2019 at Salzburg Exhibition and Congress Center

Opening hours:

Friday 09:00 – 18:00

Saturday 09:00 – 18:00

Sunday 09:00 – 17:00

Info and tickets: www.classicexpo.at

Admission fees:

1-day ticket €16

Discount 1-day ticket* €14

ÖAMTC club members €12.80

1-day ticket for children (6-12 years) FREE

3-day ticket €32

* Students, young people on national service or community care service, senior citizens aged 60 upwards, adults listed in the *Salzburger Familienpass* or the *OÖ Familienkarte*, SN card holders, Krone bonus card holders

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