



PRESS RELEASE

Classic Expo 2018: Fascinating classic cars fill the expo halls to bursting point

Four-wheel collectors' items ride into Messezentrum Salzburg

Salzburg, 4th October 2018

On the 19th – 21st October 2018 the doors of the Messezentrum Salzburg pit lane will be rolled up once again for the 14th edition of this international classic car show for a voyage into the world of automobiles in the previous century – at the Classic Expo. This weekend focuses on art on four wheels: classy chassis, roaring engines and exquisite designs. The halls are completely booked up, featuring 400 exhibitors presenting all kinds of classic and vintage automobiles, and proving that these mobile cultural artefacts are always in great demand.

Bringing together dealers, private sellers, parts merchants and clubs with a whole range of links to classic automobiles has proven to be a successful strategy. *“The Classic Expo has already clocked up 14 years. It attracted around 26,000 international visitors last year and has established a reputation far beyond the country’s borders as one of Europe’s leading classic car events. This year for the first time the ART Salzburg Contemporary & Antiques International show is being held at the same time. There will be numerous synergies for the core visitors and a chance to view some truly beautiful items and artefacts as we aim to achieve the most profitable form of symbiosis for our visitors”* explains Michael Wagner, CEO at Messezentrum Salzburg GmbH, revealing the way forward for the event.

A rich and varied tour of expo features and side events

The classic car weekend at Messezentrum Salzburg is sure to be as varied and as exciting as a ride out in your vehicle of choice. The Classic Expo is a kind of mobile cosmos that features lots more than just valuable time-travellers from yesteryear.

World-renowned dealers will be here to present an immense portfolio of purchasable classic automobiles. Countless rarities and well-cared-for collectors' items are seeking new homes. The wide variety of purchasable treasures is complemented by several privately-owned vehicles. A whole two halls (4 & 6) have been given over to the exhibition of these privately-owned cars.

Those with less garage space, who nevertheless wish to tune and shine up their cars for the next trip out, can look forward to the immense aftermarket. The virtually infinite range of spare parts is heaven for all hobby mechanics and handymen.



messezentrum
salzburg

salzburgarena

"I've been fascinated by classic and vintage cars as long as I can remember and they've always played an important role in my life. Of course, it's particularly great to have seen this passion develop into one of the most successful classic car events around. We were already sold out four weeks ahead of the fair. That shows just how popular and fascinating this wonderful hobby truly is", enthuses Hermann Schwarz – Founder of Classic Expo GmbH.

The elegance of the classic car scene is powered by enthusiasm. There are plenty of great opportunities to chat with like-minded classic car lovers and to join a wide range of clubs and associations.

Crowd-pulling special displays on Porsche & Carlo Abarth

This year, the whole of hall 9 is being devoted to two big names from the world of automobiles and two special display sections: '70 Years of Porsche' and '110 Years of Carlo Abarth', which both provide a look behind the scenes of several race successes of the past.

The displays show the combination of courage, vision and technical expertise that formed the foundations of many a sporting success. Automobile enthusiasts of the age show how exciting the nascent motor racing world was back then.

Book presentation: 'Nockenfranz' about a Tyrolean motor racing legend

Saturday, 20th October at 09:30 in hall 9

The motor sports historian Dr. Siegfried C. Strasser will be here to introduce his fifth and latest motor sports book, 'Nockenfranz', about the eponymous Tyrolean automobile tuner, racing driver and constructor Albert Franz. The Salzburg author tells the life story of the man from Wörgl who left an indelible impression on Austrian motor racing in the 50s, 60s and 70s – as a KTM works driver, and as a successful racer in a Porsche Spyder, an RSK, Ford GT 40, Brabham F1, Camaro and a BMW Turbo.

Dorotheum auction rooms welcome car bidders

Everyone's pulse begins to race as the Dorotheum initiates auctioning activity for a wide range of exquisite exhibits. One very special attraction this year will be the auctioning of a unique collection of 45 US automobiles. The original 1972 Cadillac DeVille Station Wagon previously owned by the King of Rock 'n' Roll, Elvis Presley – one of only two ever built – is sure to be way up on the popularity scale.

There will be more than a touch of fame and lots of highly polished surfaces in halls 3 & 5, as interested parties and potential buyers rush through the doors on Saturday 20th October at 15:00.



Classic Expo parallel with the ART Salzburg Contemporary & Antiques International

Art made of 'old iron' from all kinds of old vehicles is joined by contemporarily-painted backdrops to make the connections to this event so unique and thrilling.

Now, for the first time ever, the ART Salzburg Contemporary & Antiques International show is being held parallel to the vintage automobile fair at Messezentrum Salzburg. ART director Johanna Penz is convinced the events produce 'perfect synergies': *"Both shows are of interest to two target groups which are very similar in their essence, enabling us to complement and benefit each other on a mutual basis."*

FACT BOX

14th Classic Expo Salzburg

19th – 21st October 2018 – Messezentrum Salzburg

Opening hours:

Friday	09:00 – 18:00
Saturday	09:00 – 18:00
Sunday	09:00 – 17:00

Info & tickets: www.classicexpo.at

Admission fees:

1-day ticket	15,- EUR
Discount 1-day ticket*	13,- EUR
1-day ticket for children (6-12 years)	FREE
3-day ticket	30,- EUR

* Students, older schoolchildren, national service, community service, senior citizens aged 60+, and adults listed in the Salzburg Family Pass and the Upper Austrian Family Card, SN-Card-Holders, Krone-Bonuscard-Holders

1 ticket = 2 fairs

The expo ticket entitles the holder to attend the [ART Salzburg Contemporary & Antiques International](#) art fair that takes place alongside the classic car show in hall 1 of Messezentrum Salzburg.

For inquiries – please contact:

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