



28. Weltmesse für Oldtimer,  
Classic- & Prestige-Automobile,  
Motorsport, Motorräder,  
Ersatzteile, Restaurierung  
und Welt-Clubtreff



## INFORMATION

Essen, April 10, 2016

### TECHNO-CLASSICA ESSEN 2016 A CLASS OF ITS OWN

#### Final Report: Techno-Classica Essen from April 6 to 10, 2016

- **World Record: 201,000 Visitors to Techno-Classica Essen 2016**
- **Techno-Classica Consolidates Its Position as the Number One**
- **The Ultimate Benchmark on the Vintage Vehicle Scene Worldwide**

It was already emerging on the "Happy View Day", one day before the official opening of the 28th Techno-Classica Essen 2016: This year, the global classic vehicle fair would be very well-visited. The public traffic in the 21 fair halls was as dense as only on well-visited "normal" days of the fair until now. And then when a veritable mass onrush commenced on the first full day of the fair (Thursday, April 7, 2016) and hardly decreased on the following days, this led to a suspicion which was confirmed early on Sunday evening shortly before the end of the fair: This year's Techno-Classica Essen will write record figures. However, what hardly anybody had considered to be possible crystallised after the end of the fair: The visitors to the global classic vehicle fair have broken the 200,000 limit. The evaluations of the numerical documentation indicated that precisely 201,034 guests had visited the fair.

**World record: Never before has a classic vehicle fair been able to register as many visitors as Techno-Classica Essen.**



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In any case, Techno-Classica Essen again set standards this year, too, and extended even further its leadership as the largest sales and information show for vintage, young classic and collectors' vehicles anywhere in the world. In this respect, it is not only a matter of quantity and bare figures: Also on the occasion of its 28th edition, the global classic vehicle fair which S.I.H.A. has organised since 1989 offered more superlatives than all the other exhibitions for classic vehicle fans and once more raised the quality and diversity of the available range and of the presentations made by exhibitors. Due to the incorporation of the Grugahalle as the "Classic Arena", of a temporary fair hall connected with it and of the 1A Sales Market, the organiser S.I.H.A. enlarged the exhibition areas from 120,000 square metres to 127,000 square metres. Instead of the 2,500 collectors' vehicles available for purchase last year, the international classic vehicle dealers were thus now able to offer over 2,700 vintage vehicles, youngtimers and prestige cars in the 21 halls meanwhile and on the four outdoor sites at Messe Essen.

With an all-round range available on the subject of classic vehicles this year, too, Techno-Classica did justice to its claim to be regarded as the "World Show for Vintage, Classic & Prestige Automobiles, Motorsport, Motorcycles, Spare Parts, Restoration and World Club Meeting". Amongst the around 1,250 exhibitors, 27 international automobile makes presented themselves and their histories with, in part, very extravagantly designed booths and rare classic vehicles. Techno-Classica Essen offered a few treats even for fans of new automobiles: Nine new car models, including the new Opel GT Concept, gave their German premieres at Techno-Classica Essen. "The strong presence of the vehicle manufacturers at Techno-Classica illustrates what great importance the international automobile industry attaches to the global classic vehicle fair," said Eduard Michel Franssen from the organiser S.I.H.A.

However, the classic vehicles always played the main roles on the manufacturers' booths: For example, BMW presented over 40 automobile rarities in celebration of the 100th birthday of the blue-and-white make - and, with an aeroplane of the Klemm L25 type from 1927 floating above the cars, drew attention to its origin as an aircraft engine manufacturer. Mercedes-Benz showed eleven high-value convertibles from its history, also including a 500 K special roadster from 1934 and a 190 E (W201) convertible - a prototype. The VW conglomerate occupied the complete Hall 7 for the presentation of the most important corporate makes - from Audi to Volkswagen. The VW makes without their own booths (such as Ducati, Scania and MAN) presented themselves in the area of the Autostadt Adventure World under the title: "The World of Volkswagen".



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\*6. April: Happy View Day/  
Vorschau

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The large number of people interested in purchasing also got their money's worth at Techno-Classica Essen. With the over 2,700 collectors' vehicles available for purchase, the global classic vehicle fair was, for the five days of the fair in 2016, too, the largest vintage car dealership in the world - and also the most successful trading place on the international classic vehicle scene. "According to our estimates, around 40 percent of the collectors' vehicles on offer found new owners at Techno-Classica Essen," said Stefan P. Eck from S.I.H.A. No wonder: The organiser checked the available range according to the criterion: "Class Instead of Mass" - and this range extended from the Opel Kadett in the four-figure Euros range right up to the Ferrari 250 GT Berlinetta "SWB" for several million Euros. The British auction house Coys which found 57 new owners for the 126 classic vehicles in the Classic Arena also reported sales success - subsequent negotiations mean that increases are still possible.

However, Techno-Classica Essen is more than just a gigantic sales show for collectors' vehicles: With over 200 suppliers of spare parts and accessories, it is regarded as one of the best-stocked sources of spare parts for amateur and professional mechanics. With more than 200 club booths, it was the world's biggest meeting of vintage vehicle clubs in 2016, as well. And over 80 professional suppliers of model cars again made it one of the largest model car exchanges this year, too. The around 60 suppliers of antiquarian car literature ensured another superlative - due to them, Techno-Classica Essen was again one of the largest exchanges for car literature anywhere in the world. In addition, service providers for classic vehicles such as insurance and transport companies, expert organisations and manufacturers of care products offered a wide spectrum of information.

In any case, Techno-Classica has traditionally also served as the most important (international) information exchange for vintage vehicle enthusiasts: More than 30 percent of the visitors came from abroad. Thus, Techno-Classica Essen is more internationally oriented than any other classic vehicle fair. For example, a lot of celebrities also congregate in Essen every year - the television chef Rolf Lichter was seen amongst the guests, just like the musicians Herbert Grönemeyer and the rock legend Peter Kraus. And the visitors to the global classic vehicle fair also included company bosses such as the Opel manager Karl-Thomas Neumann.

What draws them to Essen and unites them is the passion for classic automobiles - and, as is shown by the visitor figures, that is still growing ...



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**Exhibitors' Opinions About Techno-Classica Essen 2016**

## Automobile Industry

### **Otto F. Wachs, Managing Director, Autostadt, Wolfsburg:**

"For 15 years, Techno-Classica Essen has, for us, been a fixed date in Autostadt's calendar of events. At the most important meeting of the vintage vehicle sector, we can enter into dialogue with classic vehicle fans from all over the world and present the exceptional vehicles from our ZeitHaus automobile museum encompassing different makes."

### **Thomas Frank, Manager, Audi Tradition, Ingolstadt:**

"Because of the high volume of visitors, the fair in Essen is the best possibility of presenting our make and its interesting history as effective publicity. Moreover, it is becoming bigger every year and seems to be capable of another increase. Since 1999, we have established that, amongst all the fairs, we have the greatest response from spectators here. Due to its central location in Essen, it attracts an international public like no other German classic vehicle fair."

### **Till Beckmann, Manager, Jaguar Land Rover Classic, Neuss:**

"At Techno-Classica this year, Jaguar Land Rover Classic celebrated the world premiere of the new 'Reborn' initiative which offers our customers the possibility of acquiring a Land Rover Series I model completely restored in the factory. The fact that we are using Techno-Classica Essen as the showcase for this world premiere shows what great importance we attach to the global classic vehicle salon."

## Service Providers, Associations and Clubs

### **Rüdiger Lange, Proprietor, Classic Remise, Berlin and Düsseldorf:**

"Techno-Classica 2016 has exceeded all our expectations - for us, that was the nicest fair of all time, with a lot of guests from all over the world who have met up on our booth. We are very much looking forward to next year and have already made a firm note of the dates from April 5 to 9, 2017."

### **Martin Stromberg, Managing Director, Classic Data Expert Organisation, Bochum:**

"In 2016, Techno-Classica Essen was a top-class fair once again. Above all, the public on the first two days had amazingly high expertise. Nowhere else do you meet such a large number of important people from the worldwide vintage vehicle family."

### **Marcus Herfort, Organiser, Classic Days at Schloss Dyck, Jüchen:**



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"For us, the global classic vehicle fair is more than just the start of the season: top-class cars and top-class public. I have the feeling that I am seeing all the 47,000 visitors to our Classic Days here again. Now, it would be nice if all the over 200,000 visitors to Techno-Classica Essen were to come to Schloss Dyck, too. However, we are still working on that."

**Werner Gotzian, President, Fiat Rarities Club, Bochum:**

"Since the beginning in 1989, our club has been represented at every Techno-Classica Essen with a booth. The booth construction is a challenge for the people active in our club with 180 members and welds them together. The fair has developed into a familial meeting place with other clubs - with a lot of opportunities to exchange experience."

**Angelika Mark, President, Mercedes-Benz R 129 SL Club:**

"The successful canvassing of new club members is, of course, one of the main reasons for our appearance at the Techno-Classica Essen fair. However, the social component and the exchange of information are absolutely important, too. A lot of new members only learn about our existence at Techno-Classica Essen and spontaneously apply for club membership. I am registering our appearance at Techno-Classica Essen as a total success for our club."

**Norbert Schroeder, Manager, Competence Center Classic Cars, TÜV Rheinland, Düsseldorf:**

"For us, Techno-Classica Essen is the most important communication platform of the year during the five days of the fair. No classic vehicle fair is more international - customers, experts, associations, purchasers and sellers come to Essen also in order to exchange ideas. Here is where people congregate and here is where a lot of new ideas which enrich the classic vehicle scene are born."

**Classic Vehicle Dealers**

**Christophe Pund, Galerie des Damiers, Casel (Lille), France:**

"While around 90 percent of the highest-value classic vehicles in France are owned by a handful of collectors, my clientele in Germany is much larger. Techno-Classica Essen offers me the perfect possibility of meeting up with a lot of my German customers - because they are at the global classic vehicle fair anyway. Moreover: Unlike at French classic vehicle salons, the exhibitor service at Techno-Classica Essen is perfect."

**Axel Schütte, Fine Cars, Oerlinghausen:**

"Of course, Techno-Classica Essen is also a very important sales fair for us and we were again very successful this year, too."

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However, almost more important: In five days here, I establish as many promising new customer contacts as otherwise in one year ..."

**Shawn Dougan, Hyman Classic Cars, St. Louis, USA:**

"For the ninth time, we are presenting ourselves at Techno-Classica Essen - our appearance always in the same place in Hall 6 has a tradition and, due to the friendly contact to the organiser, almost already a familial character. Oh yes: And the regular sales successes and the initiation of business justify the great expense of the trip to Germany. By the Saturday this year, we had already sold two out of three high-value classic vehicles and sales negotiations are ongoing for the third one."

**Luca Bertolero, Auto Classic SrL, Moncallieri, Italy:**

"We present ourselves at a lot of fairs in Italy and in Europe - Techno-Classica Essen is the best-organised fair by far with the largest volume of visitors. This year, sales negotiations are more complicated than in the past years - the buyers have become more critical and more thoughtful. Impulse purchases are becoming rarer. However, we are certain of selling a few classic vehicles in the follow-up to the fair in Essen - particularly the Fiat-Abarth 1000 Pininfarina world record car, called 'la Principessa'."

**Christopher Routledge, Coys, London, England:**

"For the ninth time, we are organising a big classic vehicle auction at Techno-Classica Essen - always with great success. Although the purchasers are checking the vehicles more critically this year and are buying them not so much with a gut feeling but instead with more calculation, we have again achieved a great success this year with a selling ratio of around 50 percent of our over 120 automobile lots. You can sense that the proportion of solvent connoisseurs is particularly great at the global classic vehicle fair."

**Lennart Schouwenburg, Strada e Corsa, Haarlem, Netherlands:**

"We are presenting ourselves exclusively at one fair - and that is Techno-Classica Essen. Here, we meet not only our German clientele but also a lot of customers from France, England and the Benelux countries. Since we set great store by the fact that buyers of our cars are acting in a well-considered way, we do not put so much emphasis on selling during the fair - we are glad if, half a year after the fair, we still receive telephone calls from customers whom we have met at Techno-Classica Essen."

**Ralf Dambeck, Antiquarian Motor Vehicle Literature, Hünstetten:**

"We have not missed any Techno-Classica Essen since 1989 - not only because it offers optimum possibilities for direct



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communication with the customers but also because, for us, it is the most successful fair by far with regard to business."



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