

INFORMATION

24th TECHNO-CLASSICA ESSEN 2012 – the World Show of Automotive Passion

- **The largest classic show in the world from 21* to 25 March 2012**
*21 March 2012: Preview, Trade and Press day.
- **Largest offer of international classic dealers: more than 2,500 collector's cars**
- **TECHNO-CLASSICA – the world's largest historic forum of the automobile industry**
- **All 20 exhibition halls and open-air ground are occupied**

In this coming year, the world's largest show of the vintage, classic and young classic car sector, the TECHNO-CLASSICA, will show even more attractions, present more exhibitors and offer more information and collector's automobiles that in the previous years. Already in 1989 the first large ambitious show of the classic scene, the TECHNO-CLASSICA consolidates its position as the leading venue and exchange of the international family of classic enthusiasts.

Now already, all 1,200 exhibition booths in the 20 exhibition halls and on the open-air grounds of the Essen Trade Fair are fully booked. With more than 2,500 collector's automobiles, vintage cars, classic and young classic cars on sale, the organiser of TECHNO-CLASSICA, S.I.H.A. with residence in Herzogenrath, can offer the expected 180,000 visitors more than just the world's largest range of fancy vehicles, themed "Only the best...": also in 2012, the TECHNO-CLASSICA will again be the world's largest historic show of the international automobile manufacturers.



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



21* - 25. März 2012

*21. März: Vorschau-, Presse-
und Fachbesuchertag

Ideeller Träger



Veranstalter:
S.I.H.A. Ausstellungen
Promotion GmbH
Postfach 3164
D-52118 Herzogenrath
Deutschland
Fon + 49 (0) 24 07 -173 00
+ 49 (0) 24 07 -180 64
Fax + 49 (0) 24 07 -177 11
info@siha.de

Perscontact voor de
Benelux-landen
Martien van Schijndel
Fon + 31 (0) 45-5 4620 66
Fax + 31 (0) 45-5 45 16 14
siha@planet.nl

www.siha.de



MESSE ESSEN GmbH
Messehaus Ost Norbertstraße
Postfach 100165
D- 45001 Essen

Pressereferent
Michael Herdemerten
Fon + 49 (0) 201-72 44-2 43

Presse-Sekretariat
Claudia Brügger
Fon + 49 (0) 201-72 44-2 44
Fax + 49 (0) 201-72 44-2 49

Presse-Fotograf
Rainer Schimm
Fon + 49 (0) 201-72 44-2 47

presse@messe-essen.de
www.messe-essen.de

U-Bahn-Linie 11

Presse-Center während
der Veranstaltung:
Messehaus Ost/Empore Halle 11

Veröffentlichung kostenfrei –
Beleg erbeten

The classic departments of the important automobile manufacturers present themselves both alluring and ambitious. The spectacular infotainment programme of the “24th World Show for Vintage, Classic & Prestige Automobiles, Motor Sport, Motorcycles, Spare Parts and Restoration - World Club Meeting” includes celebrations of anniversaries just as spectacular presentations of historic automobiles and partly also new models. Currently, the historic departments of the automobile manufacturers enter the phase of preparation for their shows and for some of them, the topics of their presentations are already determined.

- **Mercedes-Benz** puts the anniversary “60 Years of Mercedes-Benz SL“ in the focus of the large brand presentation in hall 1 – and shows special exhibits from all SL series. The highlights include one of the ten original 300 SL built in the year 1952, the 500 SL from Lady Di and a 500 SL of the R 107 series with rally trim. The latest SL, presented in January 2012 in Detroit, finally builds a bridge to modern spirit. Also the factory-acknowledged 17 German Mercedes-Benz present themselves on the booth of 4,750 m , just as the Classic Partners and the Mercedes-Benz Classic Center. Furthermore, also the topic of Young Classics is regarded with interesting cars for sale.

- With the large booth of the historic department BMW Classic, **BMW** traditionally occupies the complete exhibition hall 12. The BMW 3 takes centre stage of the presentation from Munich. With significant exhibits from each of the six type series now, the white-blue brand demonstrates that the “3-series BMW“ in its different variants “as an original, sets the standard in the sportive medium-class“, as BMW officially says. Also the anniversary “40 Years of BMW Motorsport GmbH” – today BMW M GmbH – will be duly celebrated: with retrospections to the Procar series run with BMW M1 or Formula 1 activities crowned by the winning the driver’s world championship in 1983 with Nelson Piquet in a Brabham BMW. Also the Mini brand, which belongs to the BMW Group, is represented: the Mini clubs take care of the attractive presentation of the brand.

- The **Volkswagen Group** presents the brands of the group in exhibition hall 7 themed “Sporty Elegance“. The **Volkswagen** brand presentation will impressively illustrate the issue of motorsports on around 400 m with six contest cars, among them a WRC Polo, a Golf II Pikes Peak, a Salzburg Rally Beetle and the Mille Miglia Ovali Beetle of the year 1956. In direct neighbourhood of the Volkswagen brand, the independent brand **Volkswagen Nutzfahrzeuge** presents seven exhibits – and also celebrates the 30th anniversary of the Caddy. In addition, they present a vehicle restoration. The **AutoMuseum Volkswagen** shows the “Super VW“, selected by the visitors of the museum and readers of the classic magazine “ Auto Bild Klassik“



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



21.* - 25. März 2012

*21. März: Vorschau-, Presse- und Fachbesuchertag

Ideeller Träger



from the special exhibition with 14 exhibits in the AutoMuseum Volkswagen – and will hand over the Beetle to the lucky winner among the participants of the raffle.

- The theme of the presentation of the **Autostadt** is “New in the ZeitHaus“ and with the presentation of a dozen of new acquisitions, it underlines the aim to impart an extraordinary presentation of 125 years of automobile history, across the brands and with automotive milestones, being the only museum of an automobile manufacturer in the world. The highlights of the Autostadt exhibition area include a rare Koco compact of the year 1923 from the Erfurt company Koco-Werke GmbH, the design icon Cisitalia 2002 Gran Sport of 1947, designed by Battista “Pinin“ Farina and one of approx. 9,200 DeLorean DMC 12, which from 1981 to 1982 was built with a stainless-steel body in Northern Ireland town of Dunmurry.

- Themed “**Bergrennen**“ (Mountain Rally), **Audi Tradition** will participate in the Techno Classica 2012. Legendary vehicles such as the Audi Sport quattro Pikes Peak, the Auto Union Type C with twin-tyres, the Audi “Alpensieger“ or the NSU 1300 TT will be shown along with other automobiles and motorcycles on an exhibition space of 700 m². While Audi Tradition again displays in hall 7 as usual, the different brand clubs can be seen for the first time in hall 7.1 under the umbrella of the Audi Club International (ACI).

- **Lamborghini**, belonging to Audi AG since 1998, deals with the history of the 12-cylinder engines and automobiles of the brand from Sant’Agata Bolognese, and in addition, presents the classic spare parts range.

- As in the years before, **Bentley** and **Bugatti** present themselves in a joint exhibition booth – in this year with the parent company’s theme “Sportiness and Elegance“. The individual exhibits were not specified at the time of the editorial deadline, however both the Bentley and the Bugatti brand stand for sportiness and elegance so that the selection should not be hard at all.

- For the first time, **Porsche** has installed its factory booth 2012 in exhibition hall 7 and celebrates “40 Years of 911 Carrera RS“. Five vehicles – from Porsche 911 Carrera RS to 911 Carrera RSR to Porsche 911 of the current series 991 – wind the birthday garland. Porsche Classic will communicate the original spare parts supply with a range of 35,000 original parts and demonstrate restoration competences for classic Porsche series vehicles with a restoration object.

- The brands of the Volkswagen Group **Seat** and **Skoda** will again be represented at the TECHNO-CLASSICA with large presentations and will provide details at a later time.



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



21.* - 25. März 2012

*21. März: Vorschau-, Presse- und Fachbesuchertag

Ideeller Träger



SIHA
AUSSTELLUNGEN PROMOTION GMBH
VERANSTALTER / ORGANISER

- **Ford** even has four reasons to celebrate at the TECHNO-CLASSICA 2012: 60 years of Ford Weltkugel, 50 years of Ford Taunus 12 M (P4), 40 years of Ford Granada and 30 years of Ford Sierra. Different exemplars of each model series will be represented as principle performers of the anniversary celebration. Furthermore, the non-profit organisation Lebenshilfe Gießen e.V. will initially present to the public one of their raffle vehicles for the year 2012, a Ford Taunus 12 M (P4), at the Ford club booth – together with the Ford OSI, two Ford Escort, one Ford Capri III in original state as well as one Ford Fiesta MK III, provided by the Ford clubs, 18 historic Ford vehicles can be admired in exhibition hall 3 at the Ford area.

- In this year, **Opel** celebrates the 150th company anniversary – with interesting and spectacular exhibits from each decade of the long-established company from Rüsselsheim. When Adam Opel established his enterprise in the year 1862 as a sewing machine company, he did not anticipate that Adam Opel AG would ever become the world’s largest bicycle manufacturer, in the 1930ies Europe’s largest automobile producer and 150 years later one of the leading German automobile manufacturers. At the TECHNO-CLASSICA, Opel Classic Europe presents along with Opel classics also early sewing machines, Opel bicycles, historic Opel motorcycles and some of the Frigidaire refrigerators manufactured by Opel.

- Also in 2012, **Fiat** will be represented by **Fiat, Alfa Romeo, Lancia, Abarth** and **Jeep** at the TECHNO-CLASSICA – and again show the whole range of Italian automotive lifestyle and enjoyment. Traditionally, details on the exhibits will be communicated only shortly before the opening of the TECHNO-CLASSICA.

- **Ferrari**, with a 90 percent share owned by Fiat, will traditionally decorate a large booth in hall 3 with spectacular cars from Maranello – and also the “Idea Ferrari Classiche“ is expected to be presented: the certification of Ferrari classic cars with the “Certificato di autenticità“ will take centre stage.

- **Citroën und Peugeot** present their history in hall 4 as in the previous years – also these two French companies with a long tradition currently still remain silent on their exhibition topics and exhibits.

- **Volvo** uses the TECHNO-CLASSICA 2012 for a great birthday party: “Volvo Amazon Kombi 50 years – 1962-2012“ is the theme of the Swedish automobile manufacturer. It is anticipated that six interesting Volvo estate cars will be shown in exhibition hall 3, among them a police car, a tuned exemplar of the long-tail Volvo and an untouched original from the year 1964.



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



21.* - 25. März 2012

*21. März: Vorschau-, Presse- und Fachbesuchertag

Ideeller Träger



SIHA
AUSSTELLUNGEN PROMOTION GMBH
VERANSTALTER / ORGANISER

Superlatives also come from the announcements of the **vintage, young-classics and brand clubs**: more than 200 associations of owners of collector's vehicles will present themselves and their services with trade fair booths in a mostly fabulous design at the TECHNO-CLASSICA – making the classic show also 2012 the world's largest meeting point and platform for classic clubs.

In addition, the TECHNO-CLASSICA will again be 2012 the world's largest infotainment show dealing with automotive classics. The classic world show is the event with the most intense international reputation also for professional restoration companies, vendors of automotive literature, spare parts dealers, accessories sellers, dealers of watches and technology as well as artists and gallery owners. This also applies for the supplying industry, whose performance at the TECHNO-CLASSICA reflect the economic growth of the market for vintage and classic cars.

The strong public image of the TECHNO-CLASSICA resulted in an extremely high demand from international exhibitors also for the 24th show in the year 2012: more than 1,500 vendors from more than 20 countries have made an application for participation in the TECHNO-CLASSICA – e.g. from Spain, Argentina, France, Sweden, Portugal, USA, Italy, Denmark, Switzerland, Monaco, Hungary, Poland and New Zealand. Traditionally, also renowned classic companies from the Netherlands, Belgium and Great Britain show a strong presence at the TECHNO-CLASSICA: together with their German competitors, they provide for the fact that the percentage of one-third of foreign visitors is a top value.

“Share the Passion“ – this is the theme of the TECHNO-CLASSICA: with its unsurpassed offer of vintage cars, young classic cars and prestige automobiles on sale, with its comprehensive infotainment offering and with its unique historic presentations of the automobile manufacturers, the Classic World Show meets the requirement imposed upon itself :

Only the best...



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



21. - 25. März 2012

21. März: Vorschau-, Presse- und Fachbesuchertag

Ideeller Träger



Mobilität

