

## **Classic Days again at Messe Düsseldorf: Vintage car festival testifies to sustainable new business success**

**Nostalgia fans will celebrate “English garden party” from 4 to 6 August  
Trade fair parking lot P1 has proven an ideal location  
Cooperation with CARAVAN SALON shows caravanning from yesterday to today**

**This summer, the Messe Düsseldorf agenda will serve up yet another crowd pleaser from the world of mobile leisure in addition to CARAVAN SALON. After the success of the first Classic Days in Düsseldorf last year, the event will also be hosted on the trade fair parking lot P1 in 2023 again. One of the most relevant vintage car festivals in Germany will be offering an extensive programme to all nostalgia fans and automobile enthusiasts from 4 to 6 August. The return of this guest event not only testifies to the appeal of the trade fair destination Düsseldorf but also to the sustainable success of the company’s new business activities.**

**Düsseldorf, 3 August 2023.** The Classic Days are back. The guest event revolving around leisure and mobility will once more convert the parking lot P1 into “Green Park” allowing visitors to again immerse themselves in the world of classic automobiles and motorcycles. The “Festival of Culture & Motoring Lifestyle” offers a wide variety of historic vehicles that whisk enthusiasts and connoisseurs away on a journey through time into the automotive past as well as dozens of shows, exhibitions and special runs. For Messe Düsseldorf the event forms another part of their new business activities to which 16 new events and Düsseldorf and worldwide were added in fiscal years 2022/23 alone.

Wolfram N. Diener, President & CEO of Messe Düsseldorf, stresses: “The debut of the Classic Days held on our premises last year was one of four new events in Düsseldorf. All four of them will be held with us again this year, testifying to the sustainable character of our new business development.” Alongside the Classic Days this will include the decarbXpo trade fair for industrial decarbonisation and energy efficiency as well as the guest events ‘therapie DÜSSELDORF’ revolving around medical rehabilitation and Solar Solutions Düsseldorf for the solar industry. What Wolfram N. Diener particularly delights at: “The Classic Days with their focus on mobility ideally fit our leisure fair portfolio comprising CARAVAN SALON and the world’s largest water sports trade show boot. This means the City of Düsseldorf can rejoice at another audience highlight at our premises this summer.”

### **An outstanding match**

The synergies between the Classic Days and the Düsseldorf leisure fairs becomes evident at the stand of CARAVAN SALON in the themed area “Nostalgic Journeys”, which reviews the past and future of mobile holidays. The exhibited classic Karmann Distance Wide brings back memories while the Weinsberg CaraCompact Suite MB 640 demonstrates how holidays are spent with a motorhome today. The lounge area with

deck chairs and a coffee bar already offers a foretaste of the next holiday season. In addition, the CARAVAN SALON experts will answer all important questions regarding caravanning-related themes and provide valuable hands-on advice.

Marcus Herfort, Management Board of Classic Days e.V., sees, apart from the thematic points of reference, especially the benefits of the Messe Düsseldorf Exhibition Centre: "The trade fair location Düsseldorf offers the ideal conditions to meet the high demands made by the Classic Days in terms of logistics, infrastructure and transport links. In addition, "Green Park" with its greenery and abundant trees offers a real oasis for us to present the classics. Exhibitors and visitors alike are in for a high-calibre event, which we will be able to deliver thanks to Messe Düsseldorf's event expertise."

### **The ideal location**

P1 with an impressive 450,000 square metres, 12,000 parking spaces and – together with the adjacent parking lot P2 – 2,800 trees provides a dignified setting in both size and looks for this highlight of the vintage car community. What's more, the area is optimally equipped with water supply points and power outlets and also easily accessible via the exit "Messe/Arena" of motorway A 44.

The premises provide scope for plethora of highlights. On the circuit there will be demo drives and special runs of "Racing Legends" featuring historic sports and racing cars. Legendary Mercedes-Benz models and other classics can be marvelled at on an area embedded in "Green Park". At the "Country Club" the good old times can be "soaked up". Here, eleven clubs with almost 150 classic cars and "young timers" will get together in a stylish setting also created with clothing to match the era. A more modern air dominates next to the Garden Lounge, where the super sportscars can be found. For the first time, there will be a separate parking lot for super sportscars. However, vehicles with two wheels will not fall by the wayside either. The latest creations by custom specialist Dirk Oehlerking will be on show drawing inspiration from the 100th anniversary of BMW motorcycles and will present his take on these tradition-rich bikes.

### **Alternative drives from yesterday until today**

A special focus this year will be on ecological sustainability. Vehicles with e-fuels will take part in the Racing Legends. In the "e-fuel talk", experts will explain what e-fuels are and what prospects they open up for classic cars with combustion engines as well as for the everyday traffic of the large number of existing vehicles. Alternative driving systems throughout history are presented in the new exhibition area "Moving the Change", among others with "Stanley Steamer", a kind of steam locomotive for the road, and "Henney Kilowatt", an electric conversion of the Renault Dauphine from 1959. "The Classic Days put CO2-neutral fuels in the spotlight and show how long engineers have been tinkering with solutions for saving fuel, replacing fuel and making electric mobility suitable for the masses", Marcus Herfort explains.

For more information visit [www.classic-days.de](http://www.classic-days.de).

Copyright-free photos available at <https://classic-days.de/bildmaterial.html>.

**Messe Düsseldorf Group**

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 global No. 1 trade fairs at its 613,000 m<sup>2</sup> exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE); "Lifestyle and Beauty" (BEAUTY, TOP HAIR) as well as "Leisure" (boot, CARAVAN SALON). Add to this, numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 65 events and participations. The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.

**Media contacts****Classic Days**

Eicke Schüürmann

Tel.: +49 (0) 211 / 71 41 53

E-Mail: [schueuermann@classic-days.de](mailto:schueuermann@classic-days.de)

**Messe Düsseldorf**

Dr. Andrea Gränzdörffer – Head of Corporate Communication / Press Spokeswoman

Tel.: +49 (0) 211/4560-555

E-Mail: [GraenzdoerfferA@messe-duesseldorf.de](mailto:GraenzdoerfferA@messe-duesseldorf.de)