

Classic Days come to Messe Düsseldorf

New guest event on the Messe Düsseldorf topics of leisure and mobility

5 to 7 August sees journey through automotive history

Parking P1 becomes “Green Park”



Düsseldorf adds another attraction to its portfolio. The Classic Days will bring automobiles from all eras to the north of Düsseldorf from 5 to 7 August. To this end, extensive trade fair parking lot P1 abundant with trees and greenery will become the “Green Park”. By holding this guest event for classic car and nostalgia fans Messe Düsseldorf is extending its leisure and mobility portfolio to include a new event open to the general public.

Düsseldorf, 28 July 2022 .The Classic Days, “Festival of Culture & Motoring Lifestyle”, will be held for the first time in the state capital of Düsseldorf since its inception in 2006. From 5 to 7 August vintage car and nostalgia enthusiasts will be able to showcase and marvel at automobiles of the past 135 years and enjoy an “English garden party”. Highlights include Michael Schumacher’s Formula-1-Benetton, the original “Back to the Future” movie car side by side with three dozen other DeLorean DMC 12 as well as the Mercedes-Simplex dated 1901 juxtaposed with the current, fully digital e-study Vision Simplex.

“This pairing shows pretty well what is so special about the Classic Days: presenting the whole spectrum of mobility from yesteryear to the distant future,” explains Marcus Herfort, Chairman of the organiser Classic Days e.V. “The Classic Days, however, are not just meant for technology freaks. As a lifestyle event they are more of a ‘total work of art’ that also encompasses the people in their period outfits to match their cars, a plethora of accessories and picnic sets selected with loving attention to detail and a host of automobilia ranging from books to head gear and vintage trunks.”

P1 as a perfect location

Providing the ideal backdrop for this will be Messe Düsseldorf’s parking lot P1 with its 12,000 spaces spread across 450.000 sqm, which – together with adjacent parking lot P2 – boasts 2,800 trees. Add to this amenities like restrooms, water supply and power outlets as well as direct access to the motorway via exit “Messe/Arena” on A 44. The Classic Days can also be reached via local public transport and the light rail stop “Arena/Messe Nord”.

Marcus Herfort emphasises how all these benefits add to the appeal of the new location: “At P1 we find everything we need for even better Classic Days and for future growth. This is guaranteed by the size, accessibility and infrastructure of P1 – but also and especially by the green, park-type setting of the site. This makes the lot our Green Park, a dignified new home for our Classic Days.”

Wolfram N. Diener, President & CEO of Messe Düsseldorf, looks forward to welcoming the new guest event to the Exhibition Centre: "All signs are set for a re-start: this is reflected by both the trade fairs held successfully in spring and by such new events as the Classic Days. They are an ideal match for our leisure trade fairs boot and CARAVAN SALON Düsseldorf and tie in perfectly with our commitment to develop more activities in the field of mobility."

CARAVAN CENTER at P1 speaks for itself

P1 has already stood the test of time as a popular meeting point for the equally passionate mobile vacationing community during CARAVAN SALON. The CARAVAN CENTER boasting 3,500 pitches and registering yearly approx. 30,000 overnight stays then converts P1 into Europe's biggest campsite – complete with a party tent, beer garden, Lounge area and food trucks. Wolfram N. Diener sums up: "The extensive green space provides second-to-none conditions for holding the Classic Days in Düsseldorf – another highlight for the public at large where Messe Düsseldorf opens up even more to the city."

Kirstin Deutmoser, Head of Business Development at Messe Düsseldorf, views the Classic Days as another step towards bringing in new events: "New exhibition themes form an integral part of our strategic re-orientation enabling us to position ourselves for the future. With the Classic Days in summer and Solar Solutions in Winter we have succeeded in welcoming two new guest events to the Düsseldorf location in the third consecutive pandemic year. Add to this the Gaming-Festival #G4L in February next year. These events all contribute to making Düsseldorf Exhibition Centre even more attractive."

Vintage cars belong to Düsseldorf

Mehdi Schröder, a member of the board of the "Destination Düsseldorf" business association, whose 150 members include not only Messe Düsseldorf but also, since recently, the Classic Days, sees the classic car festival as an enrichment for the city of Düsseldorf: "The Classic Days and Düsseldorf simply go together very well. Both stand for lifestyle, design, art, pleasure – and for the exciting history of automotive culture." Destination Düsseldorf had just held the Düsseldorf France Festival ("Frankreichfest") with the 19th Tour de Düsseldorf again very successfully at the beginning of July. The largest meeting of exclusively French classic cars was attended by 150 vehicles from all over Germany and neighboring countries.

In addition, there is the positive effect for companies in the city: "The location of the Classic Remise, for which Destination Düsseldorf played a major role, shows the fascination and economic impetus that classic cars can have for people and the economy. The same applies to the Classic Days, to which some visitors will travel from far and wide. Here-from among other things gastronomy and hotel business will profit", Mehdi Schröder continues. "The relaxed classic car picnic of the Classic Days fits in perfectly with the many top-class tourist offers of our city."

For more information visit:

www.classic-days.de

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 m² 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 75 events and participations. The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.

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