



## **Bremen Classic Motorshow kicks off the season digitally**

### **Online programme with marketplace for vehicles, parts and automobilia**

*Monday, December 21, 2020.* It's an established tradition: For almost 20 years, the Bremen Classic Motorshow has been kicking off the classic car season on the first weekend in February. And it refuses to be stopped in 2021. On Saturday, 6 February 2021, from 3 pm to 8 pm, Frank Ruge and his team will launch the season digitally with an online event. They promise a varied programme. "We're planning a compact, five-hour live stream from the Bremen exhibition venue", says Ruge. Fans can access the event at [www.classicmotorshow.de](http://www.classicmotorshow.de) from the comfort of their own homes. Participation is free and there's no need to register.

#### **Varied programme with online marketplace**

In their live stream, the team in Bremen will present a taste of what they had planned for visitors to the 2021 trade show. "For example, we'll show selected cars from our special show 'Biedermann & Brandstifter' as a teaser for the 2022 show", says Ruge. There will also be car and motorcycle presentations as well as nuts-and-bolts discussions with personalities from the scene. The programme will include specialist talks, workshops and the technical inspection of three candidates for the "Young Classics" category, which will subsequently go on sale.

In addition, the Bremen team will organise an online marketplace for classic vehicles, parts and automobilia on the website. "This is our way of giving exhibitors the chance to make a sale and visitors the opportunity to browse and hunt for bargains online", says Ruge.

#### **Covid forces switch to new format: Online event replaces trade show**

Originally, the 19th Bremen Classic Motorshow was planned as an in-person event from 5 to 7 February 2021. However, in November 2020, the Covid pandemic forced the organisers to call off the show. They announced an online event instead. The team in Bremen hopes this will offer some consolation while fans wait for the 20th anniversary edition of the Bremen Classic Motorshow in February 2022.

For many lovers of classic vehicles and younger classics on two wheels or four, the show in Bremen is a firm fixture in their calendar. People have been coming here for almost two decades to enjoy the exhibits, have a chat, talk shop and negotiate sales. "This has been a tough year for many of us", says Ruge.



But he notes that people in the classic vehicle community are sticking together and supporting each other. "In these exceptional times, we want to be there for our exhibitors and visitors. We'll still kick off the season with them, and bring a bit of light into the dark time of the year."

Find out more at: [www.classicmotorshow.de](http://www.classicmotorshow.de)

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**Further information:**

MESSE BREMEN/M3B GmbH

Canan Sevil, Tel. 04 21 / 35 05 – 323

Email: [sevil@messe-bremen.de](mailto:sevil@messe-bremen.de); Website: [www.messe-bremen.de](http://www.messe-bremen.de)