



Fans celebrate Bremen Classic Motorshow online event

Organisers very happy with the response

Wednesday, February 10, 2021. Exciting, entertaining, informative, varied, impressive: These were some of the reactions of numerous visitors to the online Bremen Classic Motorshow in live chats and on social media. "Exhibitors, experts, classic vehicle enthusiasts or first-time visitors, they all loved our digital event," said Hans Peter Schneider, Managing Director of M3B GmbH, which also includes MESSE BREMEN. Reluctantly, Frank Ruge, Project Manager of the Bremen Classic Motorshow, and his team were forced to cancel the in-person trade show because of the coronavirus pandemic. Instead, they put together a five-hour online event for fans within just a few weeks. They presented their digital programme on 6 February 2021 at www.classicmotorshow.de. The community expressed their appreciation with heartfelt thanks and high praise.

13,323 participants followed the five-hour livestream. The organisers are happy with the result and assume the audience was larger because lots of people probably followed the event with another person. This was underlined by the figures on Monday lunchtime: "Since Saturday, the number of subsequent logins to the stream for the season kickoff has more than doubled, totalling over 34,200 views," said Claudia Nötzelmann, the Head of Department at MESSE BREMEN. "And lots of people have watched the videos in our media library." The numbers are still rising. The trade show team in Bremen expect the videos to spread virally.

They report that the online marketplace alone attracted more than 5,250 visitors during the livestream, and since Saturday it has notched up over 82,960 clicks. Ruge and his team set up the platform on the website, with some 1,620 ads for classic vehicles, services, parts and automobilia. Potential buyers were able to access the online marketplace in parallel to the livestream.

"This success confirms the importance of the online event, and how right we were to set it up," said Nötzelmann. Project Manager Frank Ruge is extremely satisfied. "It went brilliantly, and we're delighted to get so much positive feedback. But of course we're hoping the 20th Bremen Classic Motorshow will take place as an in-person trade show." Visibly moved, he added: "The support we got from the sector and the effort many people made to contribute show just how committed the classic vehicle community is."



Ruge was joined by journalist and veteran classic car expert Johannes Hübner to moderate the cost-free programme. There was high praise from the public for the Project Manager and his entire team for their commitment and hard work. "This has been a tough year for many of us", said Ruge. "We felt the event was an important way for us to say: don't let this get you down, we're here for you and together we'll get through."

Anybody who missed the online event, would like to see it again or wants to browse the online marketplace will be pleased to know that both the digital programme of the 19th classic car show and the offers in the online marketplace will be available up to 1 May. Meanwhile, the date for the anniversary edition of the Bremen Classic Motorshow is already fixed: It will take place from Friday 4 to Sunday 6 February 2022.

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