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## Curtain up for classic stars from the Far East

### "From Turbo to Tradition – Japanese Sports-Car Icons – this year's special show at the 23rd Bremen Classic Motorshow

Wednesday, 04 December 2024 · Alfa Romeo, Triumph, Citroën, Mercedes-Benz, Saab, Chevrolet: Enthusiasm for classic cars spreads across on many brands. And also extends to their countries of origin. But one country is missing: Japan. That is because the sales success of these models, which first appeared on the German market in the 1970s, was mainly based on full features and reasonable prices rather than the kind of qualities that excite classic car fans. Or that's the cliché.

Yet under the radar of established fan bases, a subculture has arisen that reveres icons from the land of the rising sun above all else. This is not about run-of-the-mill models like the Toyota Carina or the Mazda 626. It focuses on striking cars that have blossomed into genuine bluechips in certain niches of the classic car community. The upcoming *Bremen Classic Motorshow* (31 January to 2 February 2025) offers these models a long-overdue platform: "Our large special show 'From Turbo to Tradition – Japan's Sports Car Icons' will showcase twelve genuine underground stars", says Project Manager Frank Ruge.

Some of these collectors' items on display in Bremen at the start of the 2025 season fascinate with exotic technical features. They include the Mitsubishi 3000 GT (1994) with all-wheel drive and the exceptional Honda S 800 (1970) with a top engine speed of over 10,000 rpm. Others won gold medals in racing sport – for example the Toyota Celica Twin Cam Turbo, (Björn Waldegaard; Ivory Coast Rally 1986) and the Mitsubishi Pajero (Jutta Kleinschmidt; Dakar Rally 2001). And yet others became idols of younger fans through computer games such as *Gran Turismo*. Prime examples are the "Ferrari-killer" Honda NSX (1991) and the Nissan Skyline GT-R R32 (1992). The final category is rarities only sold on the domestic market that have achieved near-cult status outside Japan: the quirky gullwing-door Autozam AZ-1 (1992) and the Eunos Cosmo (1991), the world's only series-produced car with a three-rotor Wankel engine.

"With these icons spanning five decades, we want to show that the great automotive construction nation Japan has earned a place in our classic car community", says Frank Ruge in explanation of the unusual choice for the special show at the 23rd *Bremen Classic Motorshow*. The only long-recognised global star among classic cars *Made in Japan* will be the highlight of the show: the fascinating Toyota 2000 GT dating from 1967, which currently commands a price of around 1.2 million dollars.

Of course, the exhibition organisers in the Hanseatic city would never think of neglecting the established classic cars. On a 52,000 square-meter floorspace in eight halls, the *Bremen Classic Motorshow* will in 2025 also feature everything from countries beyond Japan.  
(Original text: Wolfgang Blaube)

**Further information:** <https://www.classicmotorshow.de/en/>



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**Please add the Bremen Classic Motorshow to your events calendar:**

Date: Friday 31 January to Sunday 2 February 2025

Opening hours: 9 a.m. to 6 p.m.

Venue: MESSE BREMEN, Findorffstr. 101, 28215 Bremen

Prices:	Day ticket:	online € 18, reduced € 16 Ticket desk € 20, reduced € 18
	Two-day ticket:	online € 28 Ticket desk € 30
	After-work ticket:	Friday and Saturday from 3 p.m. online or at the ticket desk € 10
	Family ticket:	€ 40 (2 adults + 2 children)

About the Bremen Classic Motorshow: Since 2003, the Bremen Classic Motorshow has become established as the first classic vehicle trade show of the year in Germany. Over three days every year, collectors and grease monkeys, first-time fans and long-term enthusiasts, dealers and restorers, clubs and friends get together in the MESSE BREMEN halls to chat and talk shop in a relaxed atmosphere. In 2023, the classic vehicle show achieved a new record: with the organisers counting 46,407 visitors. Some 730 exhibitors from around Europe ensured a wide-ranging, varied programme. The Bremen Classic Motorshow team always brings a breath of fresh air and new ideas to the classic vehicle community. Its adaptability was again proven in 2021 and 2022 when the in-person show had to be cancelled due to the coronavirus pandemic. Instead, they put together an online event in the form of a livestream. Another inspired idea was the new Red List category created for the Bremen Classic Motorshow. These are vehicles that were once common on the roads, but are on the verge of extinction today. Soon, the media and the community also adopted the concept and the new term. Since 2023, the BCM has been increasing its efforts to involve young classic vehicle fans.