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A home for young classic car fans

Bremen Classic Motorshow does more for young fans

Wednesday, 22. January 2025 · This year's Bremen Classic Motorshow opens its doors from 31 January to 2 February 2025. Once again, it will continue its drive to attract young fans by actively involving them in the event. Project Manager Frank Ruge sums it up: "It's time to stop talking about young classic car enthusiasts and talk with them! We give them a dedicated space to do their own thing." The BCM uses various approaches to make joining the classic community as easy as possible while breathing new life into it.

Young fans get their own space again

For the second time, the show features a special area organised and designed by the next generation. The Bremen Classic Motorshow team is giving them free rein: They are fully in control, from choosing the topics to presenting the vehicles and staging on-site auctions. This year's theme is "Newcomers". How can young people join the community on a small budget and without much expert know-how? The young organisers know exactly what this means, having recently faced the same questions themselves. Advice for newbies, live repair sessions and special vehicle exhibits are designed to provide inspiration and hands-on tips.

Authentic insights and live events

One highlight of the Young Fans special area will be the live repair session. Visitors can watch young enthusiasts repair a W124 Mercedes and ask any questions they have. The programme also includes some inspiring stories: One young participant will display his restored Ford Escort XR3i. He found it forgotten in a barn and spent two years getting it back on the road - on a tiny budget and without much technical knowledge.

Special shows sure to interest young fans

The always-popular special shows at the Bremen Classic Motorshow will also appeal to younger fans. This year's special car show is dedicated to high-performance cars from Japan. These vehicles are not only attractive for the new demographic, but also shed light on a lesser-known segment for older enthusiasts. The focus is on sporty, powerful cars from the 80s and 90s with a new iconic status. It will be the first time that four of the people loaning exhibits are under 35 years old.

Young Japanese cars in surprising variety

There is also an area in the exhibition halls dedicated to the surging interest in classic Japanese cars. Participants here will present their vehicles, from models still in their original state to customised revamps. The focus is not on purism, but on the passion and creativity of fans. Whether original or modified, tuned or in factory condition – what matters is that the vehicles reflect their owners' enthusiasm and tastes. It's this fresh approach that makes the show so unique.

Involved in planning

This year, the Bremen Classic Motorshow involved young classic fans much more intensively in the planning of the show. Ahead of the event, the BCM team asked youngsters on Instagram what cars are

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ideal for newcomers. Many of the cars named in the survey are now featured in the show. Some are available to buy in the exhibition halls and the Vehicle Mart in the multi-storey car park. The Young Fans special presentation area was also designed with the help of the next generation of fans.

Cross-generational dialogue

With these concepts, the Bremen Classic Motorshow has created a lively exchange between generations. "The young enthusiasts are injecting new life into the community and demonstrating just how vibrant and varied the world of classic cars is", explains Frank Ruge. By providing space for new ideas and viewpoints, the show has become a place where passion for classic vehicles is passed on and shared. With its dedication to young fans, the Bremen Classic Motorshow again shows it is much more than an exhibition. It's a meeting place, a platform and a source of inspiration for all generations.

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

You can find photos at messe-bremen.de/bcm/pressemappe.

Password: **Cl4ss1c_M0t0rsh0w**

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. at the ticket desk and online: € 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.