

**Further information****for editorial teams:**

MESSE BREMEN · M3B GmbH

Bastian Mojen, +49 421 3505 – 445

bastian.mojen@m3b-bremen.dewww.messe-bremen.de

Visitor record and strong market dynamic

46,713 visitors at the 23rd Bremen Classic Motorshow

Thursday, 6. February 2025 · Once again this year, the **Bremen Classic Motorshow** impressively demonstrated its status as a meeting place for the classic vehicle community. From **31 January to 2 February, 46,713 visitors flocked to** the MESSE BREMEN exhibition halls – more than the show has ever achieved before. This was the third year in a row that the Bremen Classic Motorshow has achieved top visitor numbers. (2024: 45,740, 2023: 46,407).

For over two decades, it has opened the classic vehicle season in Germany. With fresh ideas every year, the organising team always brings new ideas, with a keen sense for current trends which are reflected in the BCM. “We see ourselves as part of the community”, says Frank Ruge, Project Manager of the Classic Motorshow.

Last year saw the launch of a new **Young Fans area** where young enthusiasts present their passion. It was once more a great success and is now established as a firm feature of the Bremen Classic Motorshow. “Again, the young people had free rein to create their own area. We also included them in the planning of the overall show”, says Ruge.

The effect in the exhibition halls was clear. According to the team: “We saw a lot more young people at the show – and it was obvious they were keen to buy!”.

Generally, there was a strong demand for vehicles. The **dealers were certainly happy with the show**, sales were high and the market situation at the BCM gave them an optimistic view of the future.

Also a big success were this year's special shows and topics: High-performance cars from Japan, motorbikes from the 80s and "Modern Classics". There was also a premiere: the first **petromobilia auction, “Oil & Rust”**, held by **Wormser Reklame-Auktion**. This was also a total success, with collectors, trade visitors and organisers equally enthusiastic.

The all-round positive resonance shows that the Bremen Classic Motorshow continues to be a huge draw and confirms its role as a **powerful influencing factor for the classic vehicle community and the market**.

The next Bremen Classic Motorshow will take place from Friday 30 January to Sunday 1 February 2026, again in all MESSE BREMEN exhibition halls.

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

(2.244 characters incl. spaces)

**Further information****for editorial teams:**

MESSE BREMEN · M3B GmbH
Bastian Mojen, +49 421 3505 – 445

bastian.mojen@m3b-bremen.de

www.messe-bremen.de

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

Password: **Cl4ss1c_M0t0rsh0w**

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 2024, the BCM has been increasing its efforts to involve young classic vehicle fans.