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Bremen sets the standard: Successful start to the classic car season

Bremen Classic Motorshow attracts 46,277 visitors to MESSE BREMEN

Monday, 9 February 2026 · Anyone walking through the halls of MESSE BREMEN over the weekend could feel it immediately: beaming faces, in-depth professional discussions, lively networking, and astonished glances around every corner. Once again, the Bremen Classic Motorshow impressively demonstrated why it is considered the season opener of the German classic car and vintage scene – with a reach that extends far beyond Bremen. In total, 46,277 enthusiasts of automotive history made their pilgrimage to Bürgerweide from Friday to Sunday, 30 January to 1 February, creating an atmosphere characterized by excitement, exchange, and genuine passion. In comparison, 46,713 people attended the event in 2025, setting a new visitor record.

“The demand remains unabated,” summarized Project Manager Frank Ruge. “We were fully booked even before Christmas – a strong signal that makes us very optimistic.” For Ruge, this success is no coincidence but the result of 24 years of continuity, professionalism, and a clear commitment to continually developing the content. “We aim to engage both the experienced generation and to inspire young people with automotive culture. That is why we are introducing targeted new impulses – such as the Modern Classics or the Young Enthusiasts area – while simultaneously strengthening our communicative presence through social media, video formats, and interactive elements.”

This year, it was once again evident that the Bremen Classic Motorshow is far more than a traditional trade fair: experience, entertainment, and expertise went hand in hand. Formats such as the Petromobilia Auction and live talks with personalities like Volker Strycek, John Wheeler, and Ernst Kopp captivated audiences, ensuring busy aisles throughout all three days.

Within the industry, the Bremen Classic Motorshow has traditionally been regarded as a benchmark for the year ahead. When it goes well in Bremen, this momentum typically carries through the entire year. It is precisely this momentum that Ruge and his team aim to carry forward as the event celebrates its anniversary edition next year: from Friday to Sunday, 5–7 February 2027, at MESSE BREMEN – supported by a dedicated community and with the clear goal of continuing to set standards for the start of the season.

The Bremen Classic Motorshow is supported by the Mercedes-Benz plant in Bremen, TÜV Süd AG and the National Automobile Museum The Loh Collection gGmbH foundation.

More information: www.classicmotorshow.de/en

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