

news +++ Automechanika Frankfurt
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Classic Cars at Automechanika Frankfurt: A dedicated area with a diverse programme of events

Frankfurt am Main, 22 July 2026. Automechanika Frankfurt 2026 is showing the way forward for the international aftermarket by significantly expanding its classic car programme. The focal point: a comprehensive and diverse programme of events in a special classic car area in Hall 11.1 that combines expertise and networking with live experiences. With the Classic Alliance – launched a few months ago by Automechanika Frankfurt in collaboration with Bosch Classic, DAT, Eucon, ROWE and FIVA – a new network has been created for companies, associations and institutions in the classic car scene that serves the needs of trade visitors and experts alike.

Automechanika Frankfurt has strategically expanded its traditional trade fair business by adding new formats focused on live experiences and fostering dialogue. One of the highlights: a live restoration that can be seen every day of the event. Here, a rare 1954 Simca Figoni is being restored on site by Mike Kastrop ("Classic Mike") and Pauline Louwman and their young team. Everyone can watch them demonstrate their skills and expertise as they make the processes transparent for all to see. There will also be a range of special attractions at the exhibition grounds, including extraordinary exhibits like an operation-ready cutaway of a 1960 VW Beetle, one of four that was originally built for training and exhibition purposes. This will – as in 2024 – be joined by some spectacular vehicles from the "Nationales Automuseum".

Nor will networking be neglected, with formats like the daily "Happy Hour" encouraging interaction and contacts in the scene. The international orientation of the classic car sector is also underscored by the presence of the global classic car federation FIVA throughout the trade fair as a strategic partner of the Classic Alliance. Another event where emotions will run high is the presentation of the "Der Goldene Klassiker" by AUTO BILD KLASSIK on the first evening of the fair. The winning vehicles will be popular attractions as they are showcased on the exhibition grounds.

Stage programme combines expertise with car culture

The range of experiences on offer will be supplemented by a stage programme in the classic car area. This programme explores the themes of the event in greater depth and brings together key industry players. The content and themes to be explored in these talks and events include:

- **Data solutions for classic cars** – Eucon shows off the latest developments with their parts and vehicle databases
- **Young talent and company succession plans** – Best practice example from the Oldtimer Galerie Bremen

- **International opportunities in the classic car scene** – With FIVA, the international association for classic cars and its President Dr. Alberto Scuro and Senior Vice President Jos Theuns
- **Classic car scene and club landscape in Germany** – Dialogue with leading associations and initiatives
- **Auction and market trends** – Adolfo Orsi, Publisher of the “Classic Car Auction Yearbook” and bearer of one of the biggest names in the history of Maserati, shares his insights
- **Knowledge transfer and ensuring a skilled workforce** – Various approaches ranging from AI to traditional training concepts are discussed by industry figures and representatives of private business initiatives and foundations
- **Passion for motorcycles** – A look at the motorcycle scene, its features and its needs from the standpoint of clubs, a restoration firm, a historian and a young trainee
- **Spare parts supply for the classic car sector** – Solutions from the aftermarket and industry on offer from DAT, Eucon and Vogtmann
- **SilverDAT CLASSIC, classic car expertise** – Raphael Dammann, Head of Sales Strategy, presents the very latest developments for the experts
- **Additive manufacturing** – Formnext presents solutions in the field of plastic and metal technologies

The programme brings the classic car sector to life at Automechanika Frankfurt 2026 and clearly positions it as a key component of the international aftermarket in future. Please check the event calendar to find the precise times and titles of the presentations, as well as who will be taking part in the discussions on stage.

Note for journalists:

News, trends and further expert knowledge can be found online all year round on our content hub “Gateway to Automotive” at [automotive.messefrankfurt.com](https://www.automotive.messefrankfurt.com).

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