

INFORMATION



Essen, May 20, 2026

The leading performance festival

Eszen Motor Show Opens Application Period for Youngtimer and Classic Car Clubs

Clubs can now apply for presentation spaces for 2026

The Essen Motor Show is opening a new chapter for classic cars in its exhibition halls: Starting now, youngtimer and classic car clubs can apply for a display area at Europe's largest performance festival, taking place from November 28 to December 6 (November 27: Preview Day). With the new concept for classic vehicles in Halls 1 and 2, Messe Essen will place greater emphasis starting in 2026 on high-quality club presentations, special vehicles, and the passion of the scene. Interested clubs can apply via an online form on the Essen Motor Show website (www.essen-motorshow.de).

Space in the new classic car halls is limited. The application deadline is August 31, 2026. With the relaunch of its classic car section, the Essen Motor Show is making its offerings even more appealing to fans of classic vehicles. Hall 1 will become the home of youngtimers (20 to 29 years old), while Hall 2 will be entirely dedicated to classic cars 30 years and older. Clubs play a central role in this: they showcase special vehicles, shape the atmosphere of the halls, and bring automotive culture to life for visitors.

Clubs at the heart of the new classic car showrooms

"We want to put even more focus on the clubs and provide them with a platform that does justice to the passion and quality of their vehicles," explains Ralf Sawatzki, project manager of the Essen Motor Show. "We're looking for authentic club displays featuring exceptional vehicles, fascinating stories, and a genuine enthusiasm for modern classics and classic cars. Our goal is to work with the community to create an emotional experience for visitors."



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Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested



With its new concept, the Essen Motor Show brings together classic cars, performance culture, and motorsports in a unique way. In addition to dealers, private sellers, and accessory vendors, the expanded lineup will also feature rotating special events, awards, and a new Car Market. Messe Essen recommends that interested clubs apply early, as high demand for exhibition space is expected.

For more information and to apply, visit: www.essen-motorshow.de