

PRESSINFORMATION

June 11, 2026

TECHNO CLASSICA SALON® with Major Special Exhibition at Klassikwelt Bodensee

- “Defunct Brands” special exhibition brings great automotive eras back to life
- Preview of the new TECHNO CLASSICA SALON concept
- Renowned partners present exceptional vehicles

Creating an emotional experience of genuine automotive passion is what unites **TECHNO CLASSICA SALON** and Klassikwelt Bodensee, which opens its doors in Friedrichshafen from June 12 to 14, 2026. This year also marks a true premiere: the partnership between the two popular classic car exhibitions.

*"Together, we stand for pure automotive passion. We are therefore delighted to have the opportunity, for the first time, to present **TECHNO CLASSICA SALON** with its new concept and an extraordinary special exhibition at Klassikwelt Bodensee. We are at the beginning of a long-term and fruitful cooperation that will offer significant benefits to exhibitors and visitors alike."*

– Janine Franssen, Project Manager, **TECHNO CLASSICA SALON**

A Major Presence in Friedrichshafen

TECHNO CLASSICA SALON is appearing in Friedrichshafen with two focal points designed to inspire visitors. As part of the special exhibition “**TECHNO CLASSICA SALON presents: Defunct Brands,**” more than two dozen carefully selected exhibits commemorate some of the most celebrated names in automotive history. The extensive list ranges from Adler and De Soto to Trabant and Wiesmann.

These marques continue to enjoy an outstanding reputation and enduring recognition, despite having ceased new vehicle production over the years. The exhibition also includes examples from now largely forgotten brands, such as a REO from the United States and a Berliet from France.

The special exhibition is deliberately aimed at multiple generations. For some visitors, these former stars of the road will evoke memories of great automotive eras, while younger audiences will have the opportunity to discover the diversity and fascination of the past. Renowned classic car expert Johannes Hübner supported **TECHNO CLASSICA SALON** as curator and advisor.



Weltmesse für Oldtimer,
Classic- & Prestige-Automobile,
Motorsport, Motorräder,
Ersatzteile, Restaurierung
und Welt-Clubtreff

Dortmund,
24.-27. September 2026



**VERANSTALTER/ORGANISER/
ALGHELE ORGANISATIE/
ORGANISATION GENERALE/
ORGANIZZATORE**

INTERNATIONAL:
**S.I.H.A. AUSSTELLUNGEN
PROMOTION GMBH**
POSTFACH 3164
D-52118 HERZOGENRATH
DEUTSCHLAND
FON: + 49 (0) 24 07-1 73 00
+ 49 (0) 24 07-180 64
FAX: + 49 (0) 24 07-1 77 11
info@siha.de, www.siha.de

GESCHÄFTSFÜHRER:
**MARIANNE SPORKEN &
JANINE FRANSSSEN**
AMTSGERICHT AACHEN
HRB 57 27

www.siha.de



Weltmesse für Oldtimer,
Classic- & Prestige-Automobile,
Motorsport, Motorräder,
Ersatzteile, Restaurierung
und Welt-Clubtreff

**Dortmund,
24.-27. September 2026**



Premiere for Renowned Dealers

A selection of exceptional exhibits offers a first glimpse of **TECHNO CLASSICA SALON**, which will take place at Messe Dortmund from September 24 to 27, 2026. Numerous renowned dealers are bringing their vehicles to Friedrichshafen, many of them exhibiting at Klassikwelt Friedrichshafen for the very first time.

The oldest automobile on display dates back to 1937: a BMW 315 presented by Feierabend GmbH from Würzburg, showcasing the company's restoration expertise.

Nils Pfeiffer Automotive Collectibles will exhibit one of the legendary Mercedes-Benz 300 SL Gullwing models, alongside a Mercedes-Benz 190 SL Clubsport and a Mercedes-Benz SL 65 AMG. Three additional Mercedes-Benz vehicles will be presented by Kultwagenhalle, while Dutch classic car dealer Metropol will also be attending for the first time. Their highlight is an unrestored Mercedes-Benz 300 SL Roadster with just 3,947 kilometers on the odometer.

The presentation will be complemented by two automotive artists, as well as classic English furniture displayed by dealer Best of Chesterfield. This diverse showcase offers an initial impression of the future character and atmosphere that will define the **TECHNO CLASSICA SALON**.

A New, Forward-Looking Concept

The 36th edition of **TECHNO CLASSICA SALON** will introduce a new, forward-looking concept designed to captivate visitors through a wealth of innovative ideas and details.

Renowned exhibitors from 46 nations will bring more than 2,700 collector vehicles and memorabilia items to Dortmund. **TECHNO CLASSICA SALON** will provide the framework as the industry's leading meeting place and networking hub at a new venue, on new dates, and in a new format full of flair and atmosphere.

As a classic salon, it will combine the traditional ambiance of the great automotive exhibitions of the past with a unique and elegant character. The event places a strong emphasis on quality and exclusivity—qualities embodied by many of the vehicles on display.

The salon serves not only as a marketplace for vehicle trading but also as a forum for every aspect of the classic car world, from restoration services, spare parts, and specialist services to tools, model cars, and much more.

This salon concept is unique within the industry. It combines an exclusive, immersive atmosphere with countless opportunities for networking, discussion, and shared enthusiasm.

One example is the new **TECHNO CLASSICA SALON ROOKIES** format. Under this label, the exhibition will specifically address topics and create offerings that make it easier for younger generations to enter the exciting and diverse world of classic automobiles.



Weltmesse für Oldtimer,
Classic- & Prestige-Automobile,
Motorsport, Motorräder,
Ersatzteile, Restaurierung
und Welt-Clubtreff

**Dortmund,
24.-27. September 2026**



TECHNO CLASSICA SALON 2026 – Facts & Figures

Venue:

Westfalenhallen Dortmund

Opening Hours:

Thursday, September 24, 2026: 9:00 a.m. – 6:00 p.m.

Friday, September 25, 2026: 9:00 a.m. – 7:00 p.m.

Saturday, September 26, 2026: 9:00 a.m. – 6:00 p.m.

Sunday, September 27, 2026: 9:00 a.m. – 6:00 p.m.

Tickets & Information: www.technoclassica.de

Press Contact

For media inquiries, please contact the spokesperson of **TECHNO CLASSICA SALON**:

Johannes Hübner

presse@siha.de

+49 152 24612311

TECHNO CLASSICA SALON

For more than three decades, **TECHNO CLASSICA** has been recognized as the world's leading exhibition for vintage cars, classic and prestige automobiles, motorsport, young classics, and spare parts.

Following 35 successful years, the event is entering a new era under the claim *"The World Classic Car Salon."* From September 24 to 27, 2026, the traditional exhibition will be held for the first time as **TECHNO CLASSICA SALON** at Messe Dortmund.

Across approximately 50,000 square meters of exhibition space, the new salon will combine one of the world's most significant marketplaces for classic automobiles, featuring more than 2,700 collector vehicles and memorabilia items, with the passionate commitment of more than 200 international marque clubs.

S.I.H.A. Ausstellungen Promotion GmbH

Based in Herzogenrath, Germany, S.I.H.A. Ausstellungen Promotion GmbH has been one of the leading pioneers and initiators of international automotive and classic car exhibitions since 1989.

As the founder and visionary behind the globally renowned **TECHNO CLASSICA** brand, this family-owned company has established key standards for international trading platforms, communication forums, and the preservation of automotive cultural heritage.

S.I.H.A. stands for decades of reliability, a unique international network of manufacturers, dealers, and marque clubs, as well as the professional presentation of both historic and future-oriented mobility.