



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

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



PRESS RELEASE

Official Opening of TECHNO CLASSICA SALON® 2026

Press Conference on September 24, 2026 at 11 a.m.

- TECHNO CLASSICA SALON: Great tradition, even more premieres
- “The World Classic Car Salon” invites to the automobile stronghold Dortmund
- Fascinating exhibits and numerous special exhibitions
- International participation and exciting new collaborations
- Greeting message from Oliver Krischer (Greens), Minister of Transport of North Rhine-Westphalia

Dortmund, September 24, 2026. TECHNO CLASSICA SALON is officially open. “The World Classic Car Salon” invites to the automobile stronghold of Dortmund: Messe Dortmund is the venue for this unique show of fascinating classic cars, super sports cars, and future classics. TECHNO CLASSICA SALON builds on the unique expertise and experience from 35 highly successful editions of TECHNO CLASSICA. It is considered a global pioneer and role model for all classic car fairs, establishing new standards in size, variety, and range.

Deliberate Choice of Autumn Date

With TECHNO CLASSICA SALON, **Janine Franssen, Managing Director of the organizer SIHA**, is opening a new chapter from September 24 to 27, 2026: Spanning 50,000 square meters at Messe Dortmund, an automotive show of superlatives is created, combining this show with a forward-looking, interactive concept.



**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

SIHA deliberately chose the autumn date: Earlier dates in the year always conflicted with crowded event calendars; additionally, the end of the season offers an ideal opportunity to prepare well in advance for the coming year – whether by buying or selling a vehicle, placing orders for restoration or repair, or purchasing spare parts or tools.

“With the new TECHNO CLASSICA SALON, we are building on proven foundations and defining a new, high level for the industry with great focus and quality. Quality is important to us. We love cars, and everyone can experience that with us. We show a particularly strong presence in the international, cross-border segment.”

– Janine Franssen, Managing Director of SIHA and Project Manager of TECHNO CLASSICA SALON

Dortmund Becomes an International Hub for the Classic Car World

Dortmund is looking forward to this new highlight in the trade fair calendar. Oliver Krischer (Greens), Minister of Transport of the State of North Rhine-Westphalia, welcomed exhibitors and visitors to the classic world trade fair with a video message. On site, **Ferry M. M. Franz, Managing Director of cooperation partner ADAC Westfalen e. V.**, pointed out the international significance of TECHNO CLASSICA SALON for the region and welcomed the guests. With its industrial DNA and automotive passion, Dortmund provides a perfect stage for this combination of historical heritage and automotive modernity.

A greeting was also addressed to all participants and visitors of TECHNO CLASSICA SALON by Dr. Ekkehard Pott, President of DEUVET Bundesverband Oldtimer-Youngtimer e. V. DEUVET is celebrating its 50th anniversary in 2026 and is presenting a book at its stand 3B31 to mark the occasion. DEUVET is also behind one of the major special exhibitions at TECHNO CLASSICA SALON: With a variety of selected exhibits, including an Opel Diplomat Coupé from the Opel Classic collection, DEUVET honors the founding of Karmann 175 years ago.



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Many Major Anniversaries

TECHNO CLASSICA SALON provides the framework for numerous significant milestones in automotive history this year:

- **70 Years of Citroën ID**
- **70 Years of Bugatti Club Deutschland**
- **100 Years of Maserati**
- **125 Years of Sporty Opel**
- **Special Exhibition featuring extraordinary station wagon models** from Mercedes-Benz IG
- **Commercial Vehicle Rarities:** Rare historic vehicles in the exhibition

In exhibition halls 3 to 8, visitors can expect countless other rare collector's items and custom builds:

- **Coachbuilder SGS:** The "City Fun" project based on the Mercedes-Benz W 201 as well as a spectacular Shooting Brake based on the 126 series
- **Rosier:** A sensational CLK DTM flanked by an Evo 2 modified to DTM specifications

In addition to countless clubs, associations, and interest groups, many international dealers shape the event with a unique portfolio. For example, the Belgian dealer Oldtimerfarm brings no fewer than 15 Ferraris to Dortmund, including three Testarossas and three 550 Maranellos, as well as a Ferrari 575 Superamerica.

Yet TECHNO CLASSICA SALON not only displays the entire, fascinating automotive spectrum from over 100-year-old pre-war classics to modern hypercars, but also offers four days full of dynamics and encounters. A highlight is the new Car Walk, which presents automobiles in motion: Here, exclusive vehicles are presented while driving to guarantee spine-tingling moments through real dynamics and sound.

The New Future Classics Award

In addition, alongside the established Concours d'Élégance, which as a traditional event is expanded by a junior jury, SIHA carries history forward into the future: With the Future Classics Award, the most exciting newcomer among future classics is honored. Participating vehicles must be a maximum of 29 years old, and the public votes to choose the winner. Visitors select their favorites by scanning QR codes.



The variety of these vehicles is exciting. It ranges from the Fiat Punto HGT (1998), shown by the Fiat Raritäten-Club e. V., to a VW Phaeton W12 (2004) and Lamborghini Aventador S Roadster (2017), to the largely unknown yet all the more fascinating Boldmen CR4 (2022).

Also new is the collaboration between TECHNO CLASSICA SALON and the podcast "Future Classics". Popular content creator FranzImAuto will be there and will announce the winner of the Future Classics Award on Saturday at 5:00 p.m. in Hall 7. Future Classics is produced by the trade magazine OLDTIMER MARKT, the media partner of TECHNO CLASSICA SALON.

An Exciting Look at the International Market

According to a current market analysis by valuation specialist classic-analytics (Stand 4D29) for the Monterey Car Week 2026, the international classic car market shows a clear polarization. Despite a new all-time record in total sales of \$747.9 million, the market is splitting K-like like scissors: While rare top vehicles and modern super sports cars achieve record sums, more ordinary models often sell below their assumed market value. This results in many exciting scenarios – and opportunities for buyers.

The TECHNO CLASSICA SALON GAZETTE

For the information of visitors, the free TECHNO CLASSICA SALON GAZETTE is available at all entrances. It provides information on many exhibitors and contains all hall plans and stand lists. Anyone looking for a provider will find it here – or can go to www.technoclassica.de/aussteller and enter their keyword into the search mask. This makes it quick and easy to find one's target in such a diverse range.

IMAGES / PRESS MATERIAL

Press material will be available as soon as possible under the Press menu item at www.technoclassica.de

PRESS CONTACT

For further questions, please contact the press spokesperson of TECHNO CLASSICA SALON:



Johannes Hübner

presse@siha.de

+49.152.24612311

TECHNO CLASSICA SALON

Öffnungszeiten:

- Thursday, September 24, 2026: 9:00 a.m. to 6:00 p.m.
- Friday, September 25, 2026: 9:00 a.m. to 7:00 p.m.
- Saturday, September 26, 2026: 9:00 a.m. to 6:00 p.m.
- Sunday, September 27, 2026: 9:00 a.m. to 6:00 p.m.

Location: Messe Dortmund; Address for navigation systems: Rheinlanddamm 200,
44139 Dortmund

Tickets: <https://technoclassica.de/de/tickets>

About S.I.H.A. Ausstellungen Promotion GmbH

- Based in Herzogenrath since 1989
- Leading pioneer and initiator of international automobile and classic car exhibitions
- Founder, idea provider, and organizer of the world-renowned TECHNO CLASSICA
- Establishment of the highest standards for global marketplaces, communication platforms, and the preservation of automotive culture
- Family-run business with decades of reliability
- Unique international network (manufacturers, dealers, service providers, brand clubs)
- Professional staging of historical and future-oriented mobility



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About TECHNO CLASSICA SALON

- TECHNO CLASSICA has been considered the undisputed world fair for classic cars, classic & prestige automobiles, motorsport, youngtimers, and spare parts for over three decades
- Realignment in 2026 after more than 35 successful years
- New claim: "The World Classic Car Salon"
- First-time staging as TECHNO CLASSICA SALON at Messe Dortmund
- Around 50,000 m² of exhibition space with over 2,700 collector objects
- Participation of more than 100 international brand clubs



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