



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

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



PRESS INFORMATION

A Successful and Emotional Premiere: TECHNO CLASSICA SALON® 2026

- **A highly successful and emotional premiere:** The new concept and modern infrastructure impressed both visitors and exhibitors
- **Strong international appeal:** The new early-autumn date attracted a financially strong trade audience
- **Focus on automotive rarities:** Spectacular classics, rare bodywork prototypes and sought-after youngtimers took centre stage
- **Strong community presence:** Numerous brand clubs turned the Salon into a central networking hub for the international classic car scene
- **Satisfied dealers:** The exclusive top-end segment recorded numerous sales, while buyers in the mid-price segment demonstrated a strong focus on quality
- **Future Classics:** With its own award, the audience selected its favourite in the category of future classics

Dortmund, 27 September 2026. The first TECHNO CLASSICA SALON in Dortmund has closed its doors. "The World Classic Car Salon" looks back on a highly successful event: its debut delighted the international classic car scene and fully lived up to expectations.

With large crowds, an excellent atmosphere and an overwhelmingly positive response across social media, the first edition of the TECHNO CLASSICA SALON at its new venue set new standards. The move to early autumn and the repositioning as a more compact, exclusive and highly communicative salon format proved to be a strategically successful and vibrant move for the entire industry.



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Strong Support and Enthusiasm for the New Concept

Over the course of four exhibition days, international dealers, restorers and specialist manufacturers presented a high-calibre selection of historic automobiles. The modernised halls of Messe Dortmund also provided the perfect setting for in-depth professional discussions and exclusive vehicle presentations – including the Car Walk, where outstanding exhibits were presented both on the move and on stage. Feedback from the media and the response on social networks reflected a wave of enthusiasm, confirming the move to the new location and the new Salon concept as a resounding success.

International momentum was a defining feature of the event. Alongside regional and national visitors, trade professionals and collectors from across Europe used the show for targeted purchases, discussions and networking. Dealers reported strong demand, confirming around 150 sales of classic cars across all price categories. The many service providers and brand clubs also formed an emotional centrepiece of the event. The TECHNO CLASSICA SALON has thus impressively reinforced its position as a leading experience and trading platform for classic automobiles.

"We are delighted that our new concept, new location and new date have been so well received by the entire industry. We focused on quality and communication, and this was exceptionally well received. It was particularly important to us to emphasise the emotional and international character of the TECHNO CLASSICA SALON. We have achieved this in every respect."

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

Looking Ahead to the 2027 Edition

Numerous events across the six exhibition halls generated lively discussions and attracted considerable attention. The first edition of the TECHNO CLASSICA SALON also featured a variety of panel discussions and expert sessions. The most beautiful cars were honoured as well: the **Best of Show** award went to a white Ferrari Lusso, which Galerie Aaldering had brought to Dortmund. For the first time, visitors were also able to present a **Future Classics Award**. In the future classics category, the award went to a Boldmen CR4 presented by Gesellschaft für Mittelstandsleasing.

Exhibitors, dealers, clubs and visitors all praised the positive atmosphere and the distinctive flair of the TECHNO CLASSICA SALON. The event's cooperation partner, **ADAC Westfalen e. V.**, was also thoroughly convinced by the concept. The timing in the final week of September proved particularly suitable.

It therefore comes as no surprise that many commitments have already been received for next year's TECHNO CLASSICA SALON – including from exhibitors who took a break in 2026. The event will take place in Dortmund from **23 to 26 September 2027**.

IMAGE MATERIAL

Image material is available under the **Press** section at www.technoclassica.de

PRESS CONTACT

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TECHNO CLASSICA SALON 2027

Thursday, 23 September 2027 to Sunday, 26 September 2027

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

- Based in Herzogenrath since 1989
- Leading pioneer and initiator of international automotive and classic car exhibitions
- Founder, conceptual creator and organiser of the internationally renowned TECHNO CLASSICA
- Setting the highest standards for global marketplaces, communication platforms and the preservation of automotive culture
- Family-run company with decades of reliability
- Unique international network of manufacturers, dealers, service providers and brand clubs
- Professional presentation of historic and forward-looking mobility



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About TECHNO CLASSICA SALON

- TECHNO CLASSICA has been regarded for more than three decades as the world's leading trade fair for classic cars, classic & prestige automobiles, motorsport, youngtimers and spare parts
- New strategic direction in 2026 following more than 35 successful years
- New claim: **“The World Classic Car Salon”**
- First edition held as the TECHNO CLASSICA SALON at Messe Dortmund
- Around **50,000 m² of exhibition space** featuring more than **2,700 collector vehicles and objects**
- Participation of more than **100 international brand clubs**



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