

Brochure

Auto Zürich U35 NEW

Auto Zürich CLASSIC 2024



We would like to take this opportunity to thank

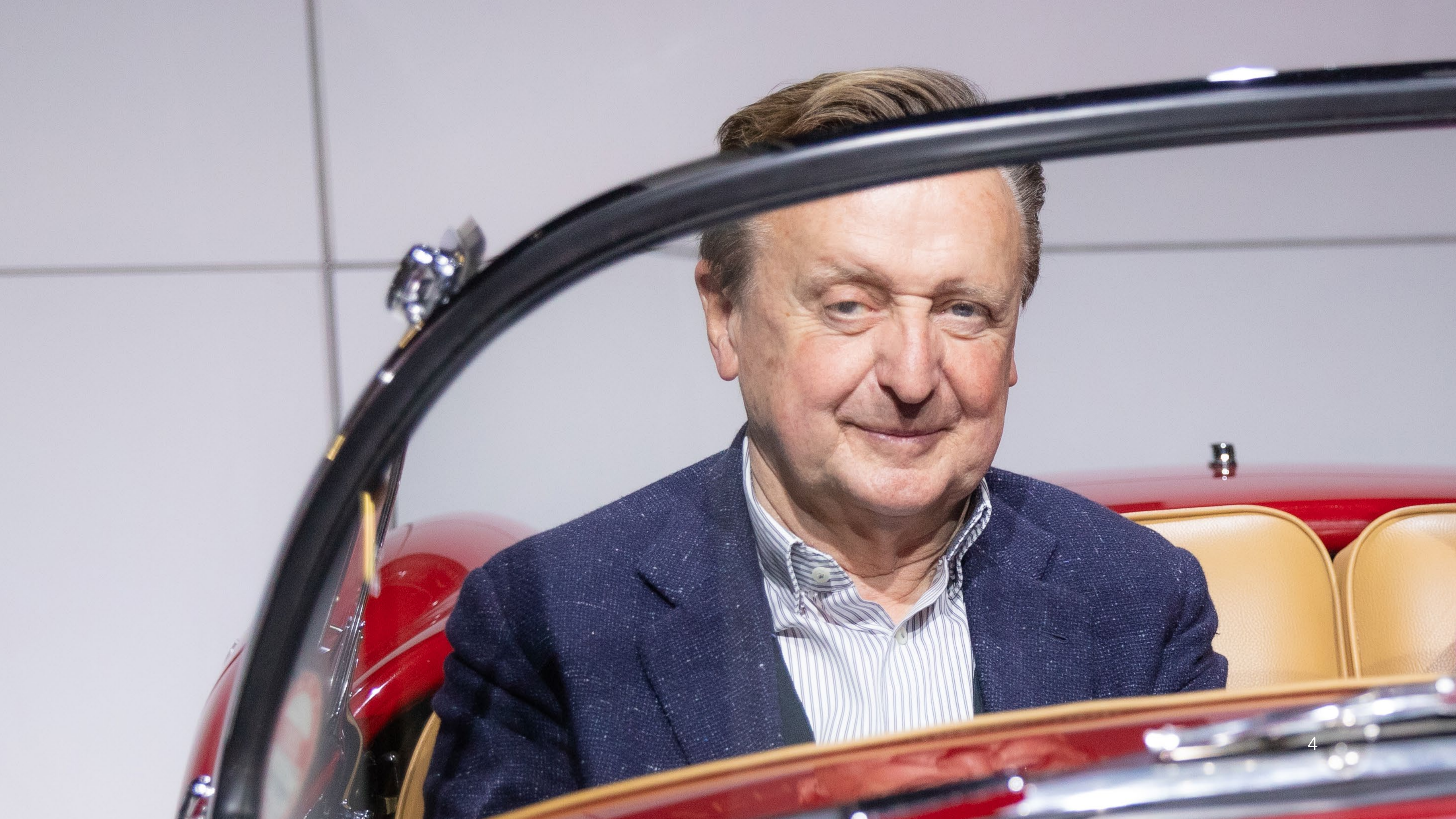
our **sponsors**

and **media partners**

The logo for Autolina features a stylized teal car wheel icon on the left, followed by the word "autolina" in a lowercase, rounded, teal sans-serif font.

A close-up photograph of the rear quarter panel of a bright red classic car. The car's body is highly reflective, showing highlights from the environment. A prominent chrome trim piece runs along the edge of the rear fender. In the center of this trim, a white rectangular badge with a red border contains the text "GT 350" in a bold, red, sans-serif font. To the left of the badge, two thin white horizontal stripes are visible on the red paint. The background is out of focus, showing a white surface and a blurred red and yellow object.

GT 350



Preface

In recent years, we have repeatedly emphasised that it is very important to us to continuously develop Auto Zürich. From 2024, Auto Zürich U35 will be another new module in the exhibition that will fulfil this claim. The focus will be on youngtimers in the price segment below CHF 35,000 and preferably no older than 35 years. This is our response to the comparatively large influx we are currently experiencing in this segment, especially in the under-35 age group.

In this way, we are closing another gap in the Auto Zürich portfolio and at the same time deliberately differentiating ourselves from the Auto Zürich CLASSIC portfolio. This, in turn, was integrated into Auto Zürich in 2019 and immediately established itself as the best-attended classic car show in Switzerland. Auto Zürich is therefore now a juxtaposition of several stages - the stage with the largest variety of new car brands, and the stages with an exquisite selection of classic and vintage cars.

And yes, we too are constantly questioning how these worlds fit together. Most of today's new cars - regardless of their powertrain - are comparatively safe and quiet, with advanced driving aids and assistance systems. But for all the excitement these innovations can generate, some lack the experience that some passionate drivers are looking for. Auto Zürich CLASSIC and the new Auto Zürich U35 provide the perfect setting for this special passion: Platforms where selected cars from yesterday and the day before are presented with the utmost respect and dedication.

For us, Auto Zürich in combination with Auto Zürich CLASSIC and the new Auto Zürich U35 has become a very special blend of automotive fascination.

Karl Bieri, President of Auto Zürich



halten
+2

K1-K5

Konferenzräume
K1 K2 K3 K4 K5

Erreicht mit
Handstempel
Erreicht mit
Handstempel

The dates for 2024

Auto Zürich MEDIA DAY	06 November 2024
Exclusive pre-opening	06 November 2024
Visitor days	07 - 10 November 2024
	Messe Zürich Wallisellenstrasse 49 8050 Zurich

Auto Zürich
U 3 5

NEW



Selected Automobilia
under 35 years & under 35'000.- CHF

Auto Zürich U35 - our latest module

NEW

The term „youngtimer“ is not officially defined, but it has come to be used to describe cars that are more than 20 years old but do not yet have the status of a classic car. Today, they are attracting more and more enthusiasts - especially those under the age of 35. For many people, the car is not just an object of daily use, but should also have an aesthetic and emotional appeal. For them, a car is both a means of transport and an expression of their own sense of style.

From 2024, Auto Zürich U35 will add another new module to the exhibition, specifically aimed at the above-mentioned target group. The focus will be on youngtimers in the price segment below CHF 35,000 and preferably no older than 35 years.

For many enthusiasts, these vehicles represent a good compromise between a classic look and technically sound equipment. In many cases, there is also a secure supply of spare parts. This means that they can usually be used as everyday cars without any restrictions.

NEW



Selected Automobilia
under 35 years & under 35'000.- CHF



We turn a blind eye to age - but not to price

Youngtimers are a relatively new area of collecting that has only grown in importance in recent years. Roughly speaking, it encompasses vehicles from the 1970s to the 1990s and even younger, provided they have the status of a „collector’s item“.

As far as the year of manufacture is concerned, the age limit derived from the designation Auto Zürich U35 is more of a guideline. Our aim here is to create a forum that can help to develop a comparatively accessible entry into the world of car collecting in this market of youngtimers. For this reason, the price is actually the decisive element for us, and we have consistently set the upper limit at CHF 35,000.

At the same time, we are clearly differentiating ourselves from Auto Zürich CLASSIC, whose portfolio has always been and will remain comparatively sophisticated.



Auto Zürich
CLASSIC

Auto Zürich CLASSIC - the gateway to the Swiss classic car market

On 7 November 2024, it will happen again: Auto Zürich CLASSIC, the largest live event for classic cars and motorcycles in Switzerland, will open its doors for four days (tickets sold in 2023: 62,068). For the fifth time, a fascinating venue will be created that will enchant visitors with the magic of historic vehicles on two and four wheels, thus continuing to stand for true automotive passion.

With Zurich as the venue, the event has a catchment area with above-average purchasing power. Year after year, surveys clearly show that the show attracts visitors and collectors with an above-average willingness to spend.

The following facts^{*)} demonstrate the attractiveness of the Auto Zürich CLASSIC catchment area :

The canton of Zurich has by far the largest proportion of classic cars in Switzerland, at 20%.

The entire catchment area of the Auto Zürich CLASSIC (ZH, SZ, ZG, SO, SH, AI, AR, SG, AG and TG) is home to 66% of the total number of classic cars in Switzerland.

^{*)} Source: Interessengemeinschaft Fahrzeugrestaurator (IGF)







Stellen
Snack

TURFS FINEST

NIKI HASLER AG
NIKI, SWITZERLAND

goodtimer

2023
Live Auction

Emil Frey
CLASSICS
CH-5745 Safenwil
emilfreyclassics.ch

Exclusive pre-opening

The exclusive Pre-Opening, which takes place on the eve of the first day of public access, has become a popular tradition at Auto Zürich CLASSIC. This event has become a popular meeting place for the most important car collection owners.

In addition, selected personalities and representatives from the fields of mobility, media, politics, sport and culture always make these evenings something special. Every year we create a platform for lively and valuable dialogue between our exhibitors and guests.

The lovingly and carefully prepared catering, which all guests can enjoy at specially set up stations in all halls, is also in keeping with the occasion. There will also be live entertainment to add to the atmosphere.

The exclusive Pre-Opening will not only provide ample opportunity for lively discussions and extensive networking, but also the chance to take a culinary stroll through all the exhibition areas, with unrestricted access to new products, treasures and favourites.



NIKI HASLER AG

NIKI HASLER AG

6

The import service for exhibitors from other European countries

Bored with „new metal“? Do you fancy a trip back to the days of your youth? Maybe you don't want to be bothered by electronics, or don't want to fight for more and more horsepower. Maybe you just like the look of older cars? Whatever the reason, there are a lot of intriguing choices out there these days, on a sliding scale between comfort and authenticity.

Both the passion and the range are limitless. That is why Auto Zürich CLASSIC welcomes Swiss as well as foreign car lovers and sellers alike.

We also assist the latter with the temporary importation of their exhibits: In cooperation with experienced logistics partners, we offer exhibitors from other European countries a tailor-made import service. This includes a catalogue of simplifications and ensures that the temporary import of exhibits is carried out in full compliance with customs regulations.



Plug & play - the hassle is ours

There is hardly any other motor show at which the architecture of the trade fair stands is as much the focus of attention as at Auto Zürich CLASSIC. Usually, it is the individual exhibitors who build and design their own stands within the framework of regulations. Visually, the result is usually a potpourri of styles. Above all, however, it always means a considerable amount of work for the exhibitors in terms of planning, co-ordination and implementation.

In Zurich, a different approach is deliberately taken: the „plug & play“ principle applies here. Exhibitors occupy fully prepared exhibition stands and only have to bring their exhibits to the exhibition halls in Zurich.

The layout is standardised with a modular exhibition architecture developed specifically for the needs of Auto Zürich CLASSIC. The result is an interplay of design and technology that sets standards in terms of functionality, quality of experience and sustainability. This creates a unified presence for all brands, regardless of budget. And it does so at a high quality and very contemporary level.



Supercar



LUTZIGER CLASSIC CARS
Since 1976
www.lutziger-classiccars.ch

Details on the exhibition architecture

The exhibition architecture of Auto Zürich CLASSIC places the exhibits at the centre of the visitor's attention. The consistent white background and colour make the vehicles stand out. The optimised lighting concept directs the focus to the exhibits. Based on previous experience, six different turnkey stand configurations were developed for the Auto Zürich CLASSIC, which are documented in detail on the following pages.

Conserving resources and avoiding waste was also one of the pre-defined requirements. This was an opportunity not only to score points with an optimised cost-benefit ratio, but also to strengthen the environmental awareness of all those involved. The stand construction elements used are comparatively sturdy, repairable and therefore specifically designed for longevity and reuse.

With Auto Zürich CLASSIC 2023, this concept has been implemented for the fourth time. With the third reuse of all key elements, we have proven that the principle of sustainability and quality, to which we have committed ourselves together with our implementation partners, is a living reality at Auto Zürich CLASSIC.

Standard configuration A*)

Area of vehicle display:
3000 x 5520 mm

Lounge space:
3000 x 1500 mm

*) Not available for the Auto Zürich U35



Floor plan overview



Standard configuration B*)

Area of vehicle display:
6000 x 5520 mm

Lounge space:
6000 x 1500 mm

*) Not available for the Auto Zürich U35



Floor plan overview



Standard configuration C*)

Area of vehicle display:
6000 x 5520 mm

Lounge space:
6000 x 3000 mm

*) Not available for the Auto Zürich U35



Floor plan overview



Standard configuration D*)

Area of vehicle display:
9000 x 5520 mm

Lounge space:
9000 x 3000 mm

*) Not available for the Auto Zürich U35



Floor plan overview



Standard configuration E*)

Area of vehicle display:
12000 x 5520 mm

Lounge space:
12000 x 3000 mm

*) Not available for the Auto Zürich U35



Floor plan overview



Standard configuration F*)

Area of vehicle display:
15000 x 5520 mm
plus 2 x 4000 x 5520 mm

Lounge space:
7000 x 5520 mm

*) Not available for the Auto Zürich U35



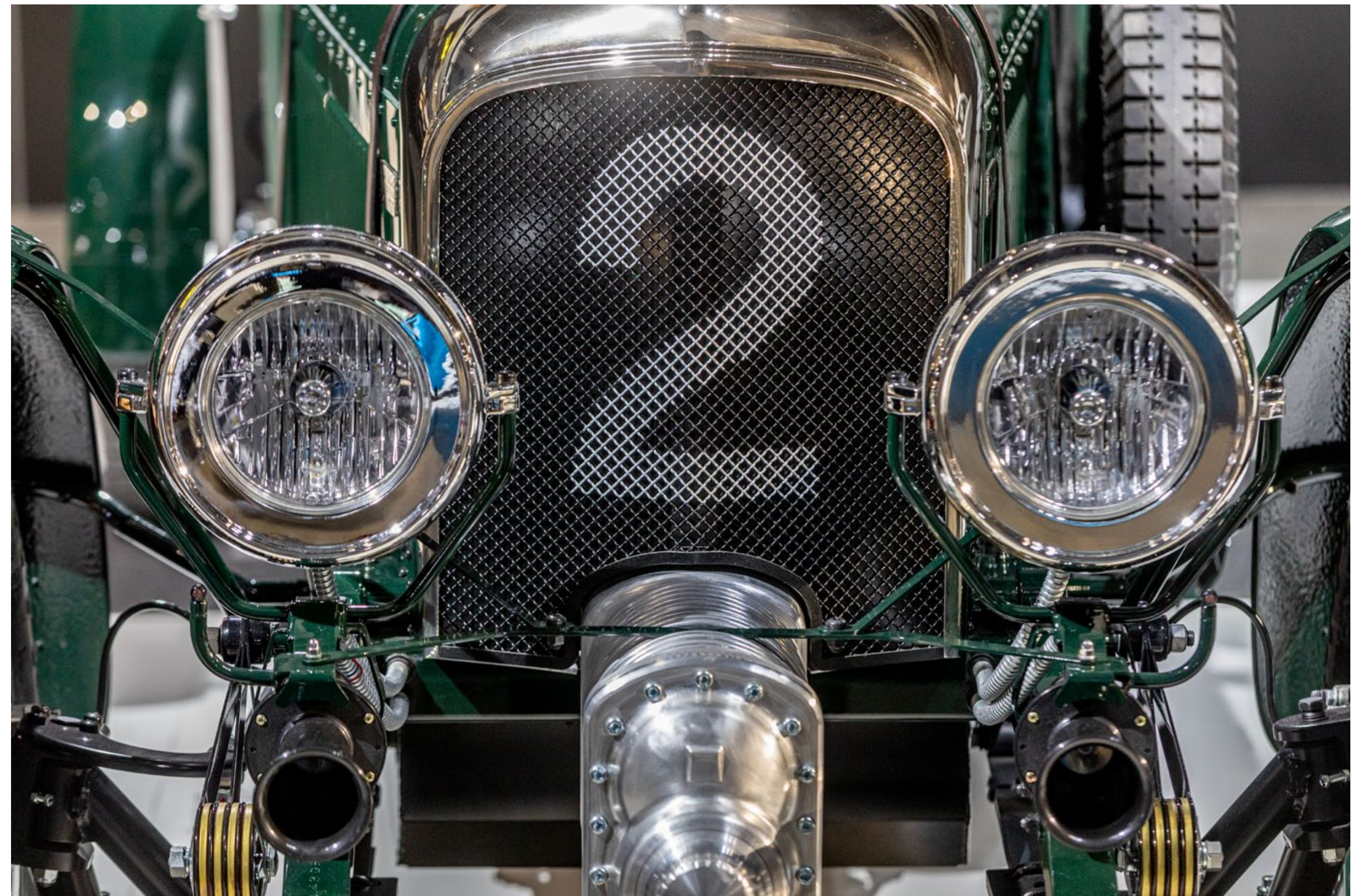
Floor plan overview



The Auto Zürich CLASSIC customised solutions

Auto Zürich CLASSIC stands are constructed using a specially developed modular system.

This allows for customised solutions to meet the individual needs of an exhibitor who has different requirements that cannot be met by the standard configurations.



Applications



We would be delighted to be able to welcome you as an exhibitor at Auto Zürich U35 and the Auto Zürich CLASSIC in 2024.

Application forms for a successful exhibition can be found at

[auto-zuerich.ch/en/anmeldung](https://www.auto-zuerich.ch/en/anmeldung)

CLASSIC and U35

as a pdf file to be downloaded and filled in on your computer.

AUTO ZÜRICH

Auto Zürich AG
Ines Nägeli
Hermeschloostrasse 77
8048 Zürich

ines.naegeli@auto-zuerich.ch

Further information can be found on
our website www.auto-zuerich.ch

