



BOLOGNA FIERE | 24th/27th OCTOBER 2024

**BOLOGNA RE-IGNITES THE CLASSIC CAR MARKET:
AUTO E MOTO D'EPOCA EXPERIENCES A SIGNIFICANT RESURGENCE ACROSS
ALL SEGMENTS OF THE CLASSIC MARKET, SURPASSING 2023'S
PERFORMANCE. THE EXHIBITION HALLS WERE PACKED, WITH A SIGNIFICANT
INCREASE IN ATTENDANCE, ESPECIALLY FROM INTERNATIONAL VISITORS.**

Bologna, 27th October 2024. Today marks the end of the 41st edition of AUTO e MOTO d'EPOCA, much to the delight of the organisers of this historic international exhibition dedicated to the world of Classics. The exhibition highlighted a notable upturn in the classic car and motorcycle market, as confirmed by the positive feedback from dealers and traders who attended. Their successful sales and business agreements during the four-day event in Bologna speak volumes.

"Bologna has seen a growth trend that exceeded our expectations and those of the exhibitors this year" – declared Mario Carlo Baccaglini, the organizer of the exhibition. "Bucking the trend of other European automotive events, we are extremely satisfied with the results and can confidently say that the classic car market is making a comeback in Bologna. All market segments have grown, encompassing all price ranges, from €5,000 to €2 million. Unique cars, rare finds, vehicles in original condition, and attractively priced offerings are in high demand. Most importantly, cars with a story to tell are the real winners. Those who choose classic cars choose passion, memories, and sensations, paying tribute to a passion that spans generations".

"Auto e Moto d'Epoca is a magical place where dreams, memories, and emotions come alive – explains Gianpiero Calzolari, President of BolognaFiere. "Having made the move from Padua to Bologna, it has successfully expanded its global reach and achieved its ambitious goals. Intermeeting has joined the BolognaFiere family, and we are honoured to have hosted thousands of passionate collectors from around the globe in the heart of the Motor Valley. This event has truly ignited a fire for classic cars and motorcycles".

The 41st edition saw a rise in sales across all sectors, much to the satisfaction of participating dealers and traders. Small cars (up to €30,000) are on the rise, while the mid-range market (€30,000 - €100,000) is performing very well. There's also a consistently strong interest in classic Porsches and Italian and European cars from the 1950s. A new generation of collectors is emerging, with a growing interest in youngtimer cars, particularly special edition and limited production models.

"Visitors rushed to the ACI Storico Booth at Auto e Moto d'Epoca - states Angelo Sticchi Damiani, Chairman of Automobile Club d'Italia - a reference international event for classic motoring, an event that brings together tradition and innovation, capable of drawing fans and operators from all over the world. Over 25 remarkable events took place on the ACI stage, captivating numerous enthusiasts. Visitors were also enthralled by the exhibition spaces where we celebrated 110 years of Maserati, cars which have starred in Italian films and hill climb racing cars. We are particularly pleased with the success of ACI Experience, an immersive 'Metaverse' experience using Apple Vision Pro, starring the Triumph TR3A from the film 'La Dolce Vita'. The resilience of Bologna and Emilia-Romagna, which have overcome recent challenges with remarkable fortitude, is truly commendable. Their continued energy and commitment are inspiring".

The large ASI Village in Exhibition Hall 22 experienced a constant and significant influx of visitors: "We are very happy with this edition – confirms Alberto Scuro, Chairman of Automotoclub Storico Italiano - especially for creating an ASI Village that captivated enthusiasts: our Clubs, which brought it to life, were able to interpret the

theme of automotive tourism perfectly by exhibiting extraordinary vehicles. And then the thrill of awarding the ASI Award for Historic Motoring to the legendary Arturo Merzario, who still embodies pure passion for motoring engines and racing culture".

Finally, the audience that crowded the exhibition halls has grown compared to 2023, with a strong international presence. Attendance was strong and consistent throughout the 4 days, especially on opening day and Saturday, with fans and curious onlookers admiring the cars and motorcycles on display until the very last minute. Once again, visitors embarked on a timeless journey: iconic models, carefully restored or left in their glorious original state, rare finds, cars of the Dolce Vita, and motorcycles that have made history. Bologna offers a captivating journey through time, blending the rich history of motoring with the excitement of the future. Visitors can marvel at unique classic cars and experience the latest automotive innovations, all while appreciating the emotional and cultural significance of these vehicles.

Make a note in your diary of the 42nd edition of Auto e Moto d'Epoca, from 23rd to 26th October 2025, again at BolognaFiere.

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