

Press Release 01/21

Classic Cars Pop-Up Store celebrates its second edition in 2021

Berlin, Jan. 15, 2021 - Following the amazing success of the Classic Cars Pop-Up Store in 2019, Classic Trader in cooperation with Dutch dealer Potomac Classics and Metropole Druten will host the second edition of the pop-up store event in 2021 at the private museum that is situated on the Dutch-German border. Over the course of four weeks, more than 300 vehicles will be offered in this special location during the limited-time sales event in March and April 2021. Given the current circumstances and conditions, the event will not only take place under strict hygiene rules but will also be fully digitally accompanied with elements such as live auctions and the participation of all vehicles in the online fair "Classics to Click".

The concept of the pop-up store is not new. Especially in the field of fashion and luxury goods, the temporary sales event at a special location is popular. In the classic car and modern classics segment, Classic Trader, Dutch classic car dealer Potomac Classics and Metropole Druten already had terrific experiences with the first joint Classic Cars Pop-Up Store in 2019. More than fifty percent of the vehicles on offer were successfully sold and the supporting program was also very well received.

The success factors of the first edition and the scope of more than 200 vehicles with a total value of 20 million euros are to be increased for 2021. Prospective buyers can look forward to common brands and popular classics, as well as unusual commercial vehicles and microcars. Among the first registrations are rare vehicles such as the Mazda 110 S Cosmo Sport, which was only built around 1,200 times, or the Citroën 2CV "Sahara".

A strict hygiene concept has been developed for the Classic Cars Pop-Up Store 2021, offering visitors maximum safety. But even for those who do not want to make the trip to Druten, the entire event will be accompanied digitally and enhanced by online sales elements so that one can also participate from the comfort of their own home. Thus, live online auctions will take place and all exhibited vehicles will be available for "viewing" as part of the "Classics to Click" online exhibition.

For Christian Plagemann, Co-Founder and Managing Director of Classic Trader, the Classic Cars Pop-Up Store 2021 is a win-win for sellers and prospective buyers alike, especially in the current situation: "The concept had already convinced both buyers and sellers in 2019. Especially in the current situation, the further development of this specific format is the right way forward. A variety of different classic and vintage cars for a limited time at a special location offers all parties the optimal environment. The accompanying online elements and media coverage also ensure that the event can be followed and viewed from anywhere."

From March 12th to April 11th, 2021, the Classic Cars Pop-Up Store will take place in the Metropole of Druten, not far from the German border. The first two days on March 12th and 13th are exclusive preview dates, and from March 15th onwards the Classic Cars Pop-Up Store will be open to the public. A varied supporting program offers, among other things, a visit to the adjacent museum and events in compliance with applicable hygiene regulations. The "Classics to Click" will take place from March 26th to 28th, and the times of the online auctions will be published in due course. The final opening days from April 9th to 11th coincide with the Techno Classica, so it is worth making a detour to or from Essen.

For more information, visit: www.classiccarspopupstore.com.



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About Classic Trader

At www.classic-trader.com the Classic Trader GmbH from Berlin operates the first international marketplace for the purchase and sales of classical vehicles on the Internet. With over 14,000 vehicle advertisements from all over the world and more than 7 million page views per month, Classic Trader is Europe's online marketplace for classic cars and motorcycles. Since 2016, Classic Trader's offering has been complemented by its own print magazine. The magazine of the same name appears bimonthly in German-speaking countries.

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