





THE GREAT STAGES OF THE ICONS

**Experience cult
brands on four
wheels:** On the road
to the most beautiful
classic car shows in
Europe and
America.

Text Thomas Garms



Reportage
Classic Car Shows

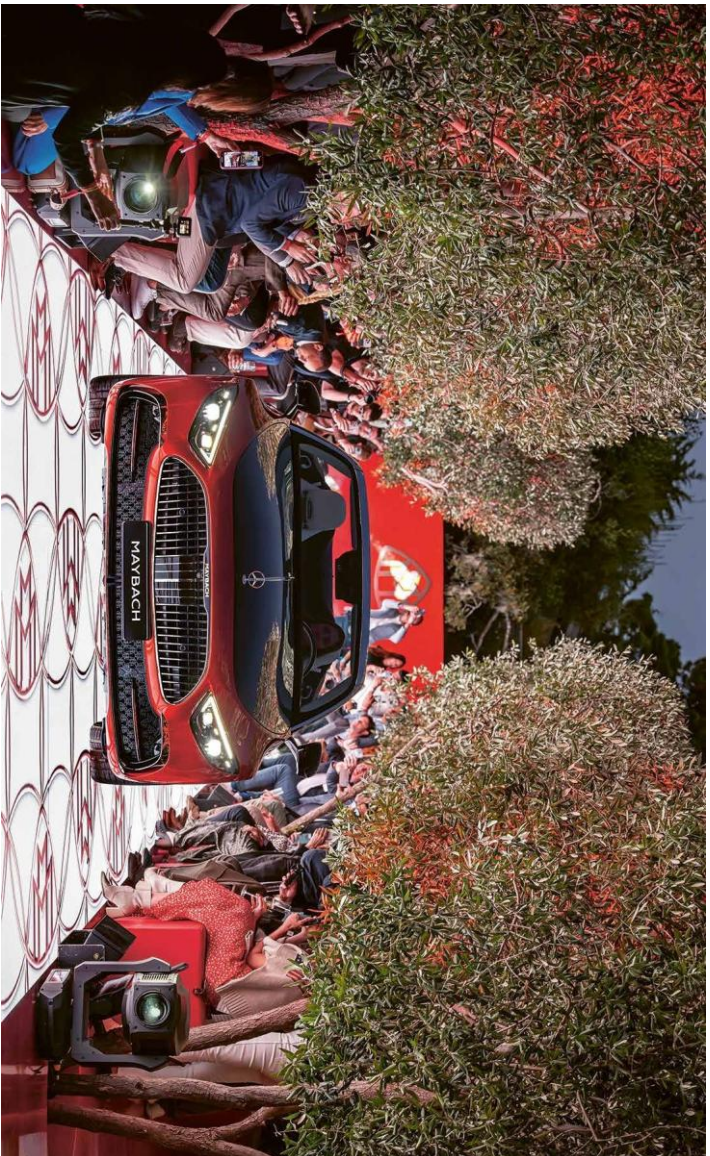


PHOTO 1 MERCEDES-BENZ USA 2 THOMAS GARMS

CALIFORNIA

Monterey, Carmel, **PEBBLE BEACH**: This stretch of coastline, located near the famous 17-Mile-Drive on the Californian coast is not only a paradise for golfers, but also home to the **PEBBLE BEACH CONCOURS D'ELEGANCE** automobile show with a view of windswept pines and impressive summer villas directly on the rocky beach facing the Pacific. The entrepreneur Ulrich Schmid-Maybach, none other than the great-grandson and grandson of Wilhelm and Karl Maybach, is of course there every year. Maybach lives in San Francisco, not far from Pebble Beach, just a two-hour drive away, and he knows what he owes to the inventiveness of his ancestors.

Pistons, cylinders, crankshafts, and camshafts as well as spark plugs in petrol engines and injection nozzles in diesel engines are key components of internal combustion engines. The 20th century will go down in history as the century of the combustion engine and the passion for driving. Maybach, Ferrari, Porsche, Bugatti, Jaguar, and many other legendary brands bear witness to the fascination of mobility on four wheels, racing, and road trips. All ideologies that have tried to spoil the car have so far failed, all attempts to standardize the diversity of human desires and to impose the electric car at all costs have failed.

Passionate inventors and charismatic personalities define the character of a car. Their influence can still be felt today in vehicles with internal combustion engines. The legendary models of these personalities can still be marveled at today at important shows, not only in America, but in Europe.



ITALY

Arguably the most beautiful event takes place at the end of May, on the grounds of the magnificent **VILLA D'ESTE** on **LAKE COMO**. The pleasure of visiting the **CONCORSO D'ELEGANZA** attracts not only car and technology enthusiasts, but also people interested in history, design, and art. The Concorso d'Eleganza is more than just a show of classic cars; it is a celebration of elegance, charm, and cultural heritage.

The Villa d'Este itself is a luxurious grand hotel, known for its magnificent gardens and historic architecture. The scenery is framed by the rolling hills around Lake Como, which contribute to a wonderful atmosphere for the automobiles of yesteryear. The participants in the competition and the collectors are illustrious, often wealthy personalities who offer an unforgettable showcase of the most beautiful classic cars from all over the world, including brands such as Ferrari, Bugatti, Rolls Royce, and many others.

Each vehicle tells its own story and brings with it a touch of nostalgia. The vehicles, which cost many millions and are considered masterpieces of automotive design, are often the result of decades of care and restoration. As a rule, the public dresses elegantly and acknowledges the parade of vehicles with a cheerful mood, passion, and enthusiasm.



FRANCE

The French counterpart, **CHANTILLY ARTS & ELEGANCE**, takes place just outside Paris at the historic Château de Chantilly. The combination of historic architecture and beautiful scenery creates an atmosphere of elegance and sophistication that enchants visitors and collectors alike.

The show presents not only classic vintage cars, but also exceptional sports cars, hyper cars, and unique prototypes, such as the recent DSSM Tribute. The highlight of the event is the competition, in which outstanding cars are awarded prizes in various categories. A jury of experts evaluates the vehicles in terms of originality, restoration quality and design. The grand finale is a show in front of thousands of visitors, during which all the nominated vehicles take a spin and are presented by the jury. The fact that sometimes one of the veterans gets stuck and must be pushed to its destination with combined forces adds to the fun. Dinner is traditionally served on the castle lawns with checkered tablecloths, champagne, and braided picnic baskets.

ENGLAND

The traditional **FESTIVAL OF SPEED**, which takes place annually at the picturesque **GOODWOOD HOUSE** in **SUSSEX**, is distinctly rural and traditionally British. It has established itself as one of the most outstanding and spectacular events for automobile enthusiasts worldwide. The historical backdrop includes Goodwood House, an impressive manor house surrounded by extensive gardens. The circuit or racetrack is secured by traditional straw bales. An extraordinary variety of vehicles can be seen, ranging from classic vintage cars and modern super sports cars to historic racing cars and motorcycles.

The event brings together a wide range of car makes and models. This diversity attracts not only car enthusiasts, but also families and people from different fields of interest. Famous drivers and other motorsport legends also make regular appearances at the Festival of Speed - the opportunity to see these personalities driving and signing autographs is a highlight for visitors.

The centerpiece of the festival is the infamous Hillclimb course, which leads through the picturesque Goodwood countryside. This circuit is approximately 1.16 miles long and challenges drivers to master their cars on this demanding course. The opportunity to see classic and modern racing cars on the track as they reach their top speed is well worth the visit.

In addition, the Festival of Speed also attempts to look into the future of motorsport by addressing topics such as electromobility, sustainable drive technologies and innovations in automotive engineering. In addition to classic vehicles, modern electric vehicles and their performance in the automotive industry are also presented. You can spend the night in small guesthouses and bed & breakfast accommodation in the nearby picturesque towns.

PHOTOS THOMAS GARNIS



Reportage
Classic Car Shows



PHOTOS THOMAS GARNIS



DEUTSCHLAND

In the meantime, Germany does not want to be left behind with its own classic car festival. In the summer of 2025, Germany will host its first **CONCOURS OF ELEGANCE** at the picturesque **KALTENBRUNN ETSTATE** on **LAKE TEGERNSEE**

Like the Concours of Elegance at Hampton Court Palace, the automobile competition has an international focus and brings together the world's most important collectors to celebrate their vehicles in a spectacular setting. Likewise, the overall winner is not chosen by a jury, but by the owners of the vehicles themselves.

The sound of the powerful engines, the smell of petrol and burnt rubber, the feeling of speed and the breathtaking designs of the vehicles create a unique atmosphere at all the events mentioned. Guests can experience the vehicles in motion and up close and easily strike up conversations with collectors who are happy to talk about their passion and the painstaking restoration work they do. Anyone who has now caught the bug and would like to become the owner of a classic themselves will also find representatives of clubs at the festivals, and even a dealer hoping for a lucrative sale.



Legendary cars, iconic events, and the future of mobility - Uli Maybach, great-grandson of the famous automotive pioneer Wilhelm Maybach, talks about the fascination of classic cars, the importance of the great Concours d'Elegance and the role of artificial intelligence in automotive engineering. Why he attends Pebble Beach every year, which vehicle has become a collector's item in his family and what he thinks about the future of luxury cars - the full interview with Ulrich Schmid-Maybach can be read exclusively at www.seazentravel.com/maybach.



DATES

Pebble Beach Concours d'Elegance 2025

August 17, 2025

www.pebblebeachconcours.net

Concorso D'Eleganza Villa D'este 2025

May 23 to 25, 2025

www.concorsodeleganzavilladeste.com

Chantilly Arts & Elegance

September 15, 2025

www.chantillyartsetelegance.com

Festival of Speed

July 10 to 13, 2025 www.goodwood.com

Concours of Elegance Germany

July 25 - 26, 2025

www.concoursotelegancegermany.com

