

Press Release

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"Design icon of the 1950s"

New German self-assurance: special show commemorating the 66th anniversary of the legendary BMW 507 at RETRO CLASSICS BAVARIA®

Elvis had one, as did Alain Delon and Ursula Andress: the BMW 507 was aimed at an affluent clientèle in the mid-1950s and could also be seen on cinema screens at regular intervals, e.g. in the French-Italian crime caper "Fantomas" starring Louis de Funès. The two-seater roadster, which developed 150 hp, is now regarded as a highly coveted collector's item. A special show entitled "66 years of the 507 – BMW at the Frankfurt International Motor Show in 1955" will invite visitors to RETRO CLASSICS BAVARIA® to go on a flying automobile visit to the past (Hall 4A).

"The 507 was the first BMW sports car of the post-war era," said Dr. Bernhard Knöchlein from the organisation BMW Club Mobile Classic e.V., which is organising the special show. "The 507 is one of the great flagships in the history of the Bavarian carmaker, a design icon of the 1950s." True beauty which does not fade: at the end of the 1990s, the timeless shape of the 507 was used in the BMW Z8.

After a difficult start to the German economic miracle, BMW proudly presented the luxurious speedster at the Frankfurt International Motor Show in 1955. "Although the model was in direct competition with Mercedes, it was probably slightly too expensive in hindsight," said Knöchlein. With a purchase price similar to that of a small house, the 507 was beyond the means of most Germans. The intended target group therefore remained clear. Only 254 units were built up to the end of the 1950s. Around 220 of them are still in existence today.

"The special show during RETRO CLASSICS BAVARIA® will attempt to bring the sense of time in the 1950s to life," said Knöchlein. "To this end, we will recreate the complete IAA stand from 1955 with a huge background banner and contemporary furniture." Then as now, the stars of the show are certainly the mobile contemporaries: in addition to a BMW 507, visitors can look forward, for example, to two BMW 503 cars. Like its swift cousin, a style-defining concept by the designer Albrecht Graf von Goertz and a celebrated highlight of the Frankfurt International Motor Show in 1955.

About RETRO CLASSICS® Bavaria:

RETRO CLASSICS BAVARIA® will be held this year for the fifth time at the Nuremberg Trade Fair Centre. During the sister event of RETRO CLASSICS STUTT GART®, the world's largest trade fair for driving culture, national and international automobile manufacturers, dealers, collectors and specialists will once again present the whole world of classic automobiles at the season finale: historic and classic cars, youngtimers, NEO CLASSICS®, parts and

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www.retro-classics-bavaria.de

RETRO CLASSICS

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Amtsgericht Stuttgart
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Geschäftsführer
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accessories on an area of around 40,000 square metres. As a stylish meeting point for the automobile scene, the trade fair is also an opportunity for stimulating discussions and technical exchanges. First-class special shows, an informative accompanying programme and a large vehicle selling market round off the varied offering at the trade fair.

Date: 3 to 5 December 2021, Nuremberg Trade Fair Centre

Opening hours: daily from 09.00 to 18.00

Further information and photos relating to RETRO CLASSICS® Bavaria can be found in the Internet at: <https://www.retro-classics-bavaria.de>



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