



# THE LONDON CLASSIC CAR SHOW

14 - 17 FEB 2019  
EXCEL LONDON

**AUDIENCE**  
84% MALE  
AVERAGE AGE  
48

**69%**  
of attendees own at  
least one classic  
car or historic  
race car



**"AMAZING QUALITY SHOW, SUPERBLY ORGANISED. THOROUGHLY RECOMMENDED FOR BOTH EXHIBITORS & VISITORS!!" - ALFAHOLICS**



**OVER 35,000 VISITORS -  
70% FROM GREATER LONDON  
& SOUTH EAST**

**£84,235 AVERAGE VISITOR  
HOUSEHOLD INCOME**

**COYS**

A world class auction, mixed with some engaging theatre, which will deliver you an audience of serious classic car owners, buyers and collectors.

**CAR CLUBS**

A curated selection of the UK's leading car clubs delivering an audience of avid classic car enthusiasts looking to do business with you.

**AERO ENGINES**

We'll be assembling some of the greatest aero engine cars with their unmistakable Edwardian designs and vast engines. Visitors will have a unique chance to get up close and admire their madness and brilliance.

**CLASSIC DEALERS**

A selection of over 50 of the country's finest dealers including: Howard Wise, Vintage & Prestige, Bespoke, Lakeside Classics, Absolute Classics, Hilton & Moss, Vicarage Jaguar

**IAN CALLUM TRIBUTE**

Following in the footsteps of Adrian Newey, Nigel Mansell, Jacky Ickx & Gordon Murray. This year we pay tribute to the achievements of Ian Callum.



**AUTOJUMBLE**

The place for visitors to locate and purchase even the most elusive motoring parts, accessories, automobilia, literature, tools and clothing.

**SUPAGARD**

The Supagard Theatre is back for 2019 by popular demand. Previous years have seen famous faces such as Nigel Mansell, Derek Bell, Jacky Ickx, Vicki Butler-Henderson, Sir Stirling Moss, Ari Vatenen, Suzi Perry, Jonny Smith, Quentin Wilson and Phillip Bell taking to the stage to discuss a wide variety of topics.

**HOSTED BUYERS CLUB**

We personally invite the county's most prolific high-net-worth buyers and collectors to join us as our guests on the opening night and across the days of the show.

Following a personal invitation, these guests get a special experience and exclusive access to the cars for sale at the show.

The programme ensures that the event attracts serious buyers and investors, establishing us as the must-see event on the classic car calendar.

**THE GRAND AVENUE**

For 2019, we celebrate 'Firsts'.

We'll be showcasing cars that have pioneered new technologies, market niches or styles on road or track. Cars that made a designer's name, pioneered a new material or founded manufacturing dynasties.

We will also pay tribute and celebrate the 60th Anniversary of a car that was first on many levels, in technology, function, marketing and motorsport ... The Mini.

**THE ITALIAN JOB**

Celebrating 50-years, we pay tribute to this great comedy caper at The London Classic Car Show, sharing with you the line-up of its star cars including: Lamborghini Miura, Aston Martin DB4 Volante, Jaguar E-Type, Harrington Legionnaire, Land Rover & of course the unforgettable iconic red, white and blue Mini Coopers.



**We have numerous stand & sponsorship opportunities within the show to assist you in maximizing your brand's visibility. We can tailor bespoke packages to suit exact marketing goals, business objectives & budgets.**

## **TARGETED MARKETING CAMPAIGN**

**An award-winning, multi-channel, marketing campaign. Targeting classic car owners, new & current collectors & passionate enthusiasts including:**

- Key media partnerships with specialist classic car titles**
- A dedicated PR campaign to motoring press & wider lifestyle titles**
- National newspaper advertising in daily & weekend publications**
- Outdoor media campaign to include London rail & underground advertising**
- Affiliate marketing through exhibitors & sponsors**
- A multi-platform social media campaign**
- E-newsletters targeting motoring databases including our own of 45,000+**

***“London is quickly becoming our favourite event of the year”***

**Chris Seaward, Porsche Club Great Britain**

## **WHY EXHIBIT AT THE LONDON CLASSIC CAR SHOW?**

- Meet & connect with existing & new customers**
- Increase brand awareness & generate PR**
- Strengthen your brand**
- Network with key trade & industry peers**
- Gather data & expand your database**
- Speak directly to your target market**
- Retail directly to your customers**

**Contact us to discuss  
your requirements:**

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