

Press Release

## **Ferrari 250 Testa Rossa and 250 GT California Spider**

### **Some of the world's most valuable classic cars on display at special show**

**Frankfurt/Schemmerhofen, September 9, 2019. These special shows at the "IAA Heritage by Motorworld", which can be seen at the IAA Cars on September 12-22, will make the hearts of classic car fans beat faster: Ferrari icons and classic Bugattis. And iconic flower power VW "Bullis" will be providing for a Woodstock feeling in Hall 4.0.**

At the special Ferrari show will be a 1958 Ferrari 250 Testa Rossa Spider Ferrari Scaglietti, a 1960s Ferrari 250 GT SWB California Spider and a Ferrari 365 GTB/4 Daytona. The Ferrari 250 Testa Rossa is today considered to be one of the most valuable automobiles ever made, with a market value of between 15 and 30 million euros depending on the individual vehicle's history. One of the main reasons for this is the spectacular look of the racing sports car designed by Battista Pinin Farina with coachwork by Sergio Scaglietti. The Testa Rossa on display at the IAA is the seventh of the just 20 vehicles that were made.

The California Spider is also a veritable rarity – only 56 of this special version with a short wheelbase were built. Its design makes it one of the most sought-after classic cars in the world, and with its market value of around 15 million euros it is consequently also one of the most valuable classic road vehicle ever made. Even when it was new, it was considered to be one of the "coolest" vehicles one could drive at that time, and several celebrities in the 1960s owned a California Spider, among them film actors such as James Coburn, Alain Delon or Günther Philipp. At the special show will also be a Ferrari 365 GTB/4 Daytona that is celebrating a noteworthy anniversary: 50 years ago – on September 11-21, 1969 – a German Ferrari importer displayed a model at the IAA with exactly the same delivery specifications.

# » IAA Heritage by **MOTORWORLD**



The noble Bugatti brand will be represented by a total of eleven classic vehicles and reconstructions, including several racing cars from the 1920s and 1930s together with a Bugatti Royale, one of the most luxurious automobiles ever built. Another eye-catcher from Potomac Classics will be the red Crosley Fire Truck with fireman's ladder from 1951.

Marking the 50th anniversary of Woodstock, Motorworld will be celebrating the popular VW "Bulli" in another special show – Woodstock feeling right in the midst of the IAA. On display will be a Samba bus with an Isetta trailer, a flower power Bulli with caravan, and a T1 pick-up loaded with a Porsche 550 Spyder.

Alongside many treasures on four wheels, art will also be displayed. Following on from the anniversaries "90 years Monte Carlo" and "110 years Bugatti", CC Kunst will be presenting paintings by the South American artist Alfredo de la Maria.

## **AvD with slot car races and race simulations**

A visit to the Automobilclub von Deutschland (AvD) in Hall 4.0 is a must for e-gaming motorsport enthusiasts and fans of model cars. Visitors to Booth E26 can not only watch a race from the world's most popular slot car series "RCCO - the big small racing series", but follow a live broadcast of the final round of the Sim Racing series "AvD Masters 2019" as well. When the official Sim race is not underway, they can also test their driving skills on AvD's own race simulators and virtually chase the racing cars around the track.

With the "IAA Heritage by Motorworld", which will be taking place for the first time this year, Motorworld will transform Hall 4.0 into a world of classic mobility.

Premium classic cars, classic sports cars, classics-to-be, limited editions and classic motorcycles can all be found on the international trading floor at the heart of the IAA. Also present will be providers from the fields of restoration and care, spare parts and accessories, lifestyle and art.

More details: [www.motorworld-heritage.de](http://www.motorworld-heritage.de)

## **About the MOTORWORLD Group**

---

**MoWo Messe- und Veranstaltungen GmbH & Co. KG**  
Ferdinand-Dünkel-Str. 5  
88433 Schemmerhofen  
[www.motorworld.de](http://www.motorworld.de)

**Press contact details:**  
Wiebke Deggau  
Phone +49 (0)7356-933-580  
Mobile +49 (0)177 47 18 031  
Mail [presse@motorworld.de](mailto:presse@motorworld.de)

# » IAA Heritage by **MOTORWORLD**



The independent MOTORWORLD Group emerged from the DÜNKEL Holding corporate group based in Schemmerhofen (Baden-Württemberg, Germany). The origins of the family-run company go back to 1933. The Motorworld Group develops, builds and operates experience worlds that are dedicated to mobile passion.

The first location was Motorworld Region Stuttgart in Böblingen, which opened in 2009 and has since been expanded several times, winning several awards along the way. Further projects and activities under the MOTORWORLD® brand have been initiated in recent years. Following on with the same concept as Motorworld Region Stuttgart, Motorworld Köln-Rheinland opened in June 2018. Two further locations are currently under development: Motorworld München and Motorworld Zeche Ewald-Ruhr, Herten. The starting signal for the construction of Motorworld Mallorca will also be given shortly.

The portfolio will be complemented by the Motorworld Manufaktur locations in Berlin, Metzingen, Rüsselsheim and Zurich. As their names suggest, the space for mobile passion at these locations will focus in particular on good old handicraft skills. All four locations are already in operation and are being steadily expanded.

The Motorworld idea also regularly goes on tour, including to the annual classic car trade fairs Motorworld Classics Berlin and Motorworld Classics Bodensee in Friedrichshafen, to scene events such as the Motorworld Oldtimertage at Fürstenfeld (near Munich), Motorworld HistoriCar in Duisburg, as well as in numerous other guises.

The "IAA Heritage by Motorworld" rounds off the Motorworld Group's event portfolio both regionally and thematically. Existing formats and locations thus mesh perfectly with one another. They all abide by the motto "Space for mobile passion", interpreting it in many different facets.

More information: [www.motorworld.de](http://www.motorworld.de)