

Classic Study 2023

Economic Factor Young and Classic Cars 2023: Today and in the future

- Vehicle populations and their development
- Market structure/segmentation
- Regional distribution of stocks
- Inventory valuation, repair and maintenance volumes
- Economic climate in the industry
- Society, community, segments
- Technology forecast

Fifth edition of the study in
proven partnership.

VDA | Verband der
Automobilindustrie

**OLDTIMER
MARKT**



ww württembergische
Ihr Fels in der Brandung.

VDIK | Verband der Internationalen
Kraftfahrzeughersteller e.V.

Zentralverband Deutsches
Kraftfahrzeuggewerbe (ZDK)

ADAC

BOSCH
Technik fürs Leben

TÜVRheinland®
FSP

Vogtmann ✓



messe frankfurt
automechanika

BBE
AUTOMOTIVE

BBE Automotive GmbH | Sachsenring 69 | 50677 Köln



Classic market: total market value of over 30 billion

Together with our partners from the industry, we present the development of the market for classic cars in the fifth edition..



Contents of the study

The market

The people

The industry

The prospects

“We are very proud that the leading automotive industry associations - ZDK, VDA and VDIK – have once again support the study on the economic factor of young and classic cars. Now in its 5th edition, we offer the industry a comprehensive insight into the classic car scene.

Such a study is only possible if other industry giants are also partners of this study and support it with valuable input. Here we would like to thank to Bosch, Glasurit, FSP, Württembergische, Vogtmann, Automechanika and ADAC Classics.

We are delighted about the broad and growing interest in the development of the classic and vintage car industry and the continuing high level of acceptance in society.

The topic is of both emotional and rational importance. Rational, because this market is an economic factor and an important sub-sector of the automotive industry. The emotional significance for many people ensures the preservation of valuable cultural assets and offers many industries important potential for many industries.

The focus of this study in 2023 also describes the total market for young and classic cars. However, by concentrating on the core business with "genuine" classic cars, which are used as a hobby in leisure time and ensure the preserve the historic cultural heritage of the automobile.”

Gerd Heinemann, CEO BBE Automotive GmbH



Contents of the study

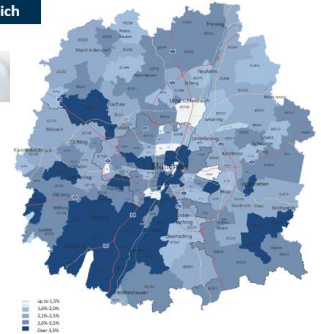
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Market segmentation Vehicle stocks - classic car ranking by passenger car 30 years and older

	Vehicles 30 years and older	H license plate	Share of H license plates in %
VW	281,386	136,060	48%
Mercedes	210,692	174,820	83%
BMW	85,726	42,220	49%
Opel	65,911	29,803	45%
Porsche	65,477	48,813	75%
Audi	58,711	17,765	30%

Share of cars 30+ in the total car population

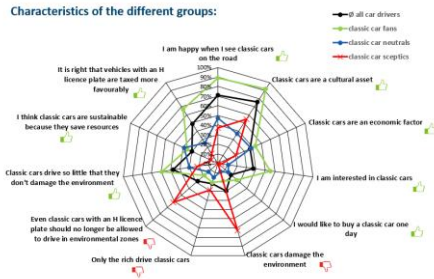
Munich



View of the Classic Scene Driving population - group characteristics

THE PEOPLE

Characteristics of the different groups:



With regard to attitudes towards classic cars, we have compared the average of the car-driving population and the three selected groups.

Two of the groups turn out to be opposites: classic car sympathisers (about 63%) and classic car sceptics (about 23%).

73% of the sceptics consider classic cars to be harmful to the environment. However, they certainly see the cultural asset and almost 40% are also happy to see classic cars in the street scene.

Environmental issues, however, dominate the sceptical view of the classic car scene here.

Source: BBE Automotive, nationally representative survey of the car-driving population, January/February 2023, n=12,000 interviews
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The study can be ordered from BBE Automotive at a price of €295 plus VAT and is supplied as a licensed PDF document.

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You can also contact us directly:

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