

# PRESS KIT

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### Contact

Stiftung Nationales Automuseum The Loh Collection  
Museumsstrasse 1  
35716 Dietzhöhlztal-Ewersbach, Germany  
Telephone: +49 2774 923 65 0  
Email: [presse@nationalesautomuseum.de](mailto:presse@nationalesautomuseum.de)  
[www.nationalesautomuseum.de](http://www.nationalesautomuseum.de)



## PRESS RELEASE

- Summary -

Opening on 23 July 2023

### ***Stiftung Nationales Automuseum The Loh Collection:*** **A spectacular collection accessible to everyone**

- **Fascinating four-wheelers: Around 150 hand-selected vehicles from 1886 to the present day**
- **Campus for Nuertingen-Geislingen University of Applied Sciences (HfWU)**
- **Special exhibition *100 Years of the 24 Hours of Le Mans***

**Ewersbach, 05 July 2023.** One of the world's most exciting car collections is opening its doors to the public. The *Nationales Automuseum The Loh Collection* will open in Dietzhöztal-Ewersbach on 23 July 2023, showcasing around 150 spectacular vehicles from 1886 to the present day.

The exhibition will showcase numerous unique pieces, prototypes and highlights of automotive history, including Michael Schumacher's first World Championship Ferrari, US President John F. Kennedy's Lincoln Continental and the record-beating Maybach Exelero, only one of which was built. The collection will feature many automotive icons – from the Bugatti type 57 Atalante to the Lamborghini Miura SV to the Mercedes CLK GTR – and a broad range of racing cars, including endurance, DTM, NASCAR, Formula 1 and Formula E. The new museum is located in the heart of Germany, almost equidistant from Cologne, Dortmund, Kassel and Frankfurt. It can also be conveniently reached via the A45 Sauerland motorway.

#### **The museum doubles as a university campus**

Unique in Germany, its outstanding portfolio and professional curation also make the Nationales Automuseum attractive for research and teaching. Founder Prof. Friedhelm Loh is especially thrilled that a university campus will be able to start its work at the same time as the museum opens: the Nationales Automuseum university campus of the Faculty of Economic and Law of the Nuertingen-Geislingen University of Applied Sciences.

The Nuertingen-Geislingen University of Applied Sciences specialises in economics, the environment, the automotive industry and mobility. Prof. Jochen Buck, the leading expert in accident research in Germany, will take over as Academic Director of the new campus. He will hold exciting lectures on the automotive and mobility industry and enable students to have real hands-on experiences in Dietzhöztal-Ewersbach.



The Nationales Automuseum will offer a wide range of educational opportunities to schools and universities. This diversity is unrivalled in Germany, possibly even Europe-wide.

The unique concept of the Museum will also include the Neuhütte Dietzhölztal History Society exhibits. This exhibition will present the industrial history of the Lahn-Dill district to visitors and thrillingly focus on *Over 2,500 years of iron smelting in Dietzhölze and Dill*. The Neuhütte Dietzhölztal History Society is a regional association and has made it its mission to present the historic and economic development of the region in a tangible and impressive way. "I aim to use people's fascination with automotive engineering to inspire young people about working in engineering and attract them to an exciting educational pathway," explains museum founder Prof. Loh.

### **Modern historical architectural premises**

Externally modern and functional, the unique design of the interior of the building complex is guaranteed to surprise visitors. The entire 7,500m<sup>2</sup> of exhibition space is permeated by the breath of historical industrial premises, which have been maintained and preserved in their original form. It is perhaps their charm that lends the museum its extraordinary character.

Its charming backdrop sheds a special light on the exhibits of the Nationales Automuseum. The central eye-catching feature of the main hall is a steep bend on which the historic automotive icons are gathered. Behind it, spanning the entire breadth of the hall, is an oversized parking rack showcasing more than 30 sports cars and racing cars. A colourful graffiti artwork forms the background of the super-sports car area.

### **Automotive engineering then and now brought to life**

An app developed in-house – available if required on tablets that can be borrowed – will provide visitors with more in-depth information on the vehicles and subject areas. Personal guided tours can also be booked. Alongside the vehicles, the Nationales Automuseum will also have an extensive collection of engines, cut-out models and engineering exhibits – from a steam engine to a Bugatti 16-cylinder to the modern electric car platform.

According to Prof. Friedhelm Loh, the founder of the museum: "When I started building up my collection decades ago from a sense of admiration for the achievements of engineers and designers, I could not have envisaged its current size. For some years now, I have had a wish to make this collection accessible to the general public. This wish is now a reality. These unique cars are synonymous with courage, innovation, pioneering design, craftsmanship and great attention to detail. All this is intended to inspire, stimulate, delight and entertain anyone interested. And so, I would like to warmly welcome anyone interested in the wonder of cars and vehicle engineering and encourage them to visit the Nationales Automuseum."



### **Special exhibition *100 Years of the 24 Hours of Le Mans***

Alongside the extensive permanent exhibition, seasonally changing special exhibitions with specific focus are also a firm feature of the Nationales Automuseum. The museum will open with the *100 Years of the 24 Hours of Le Mans – the Myth, the Heroes, the Cars* exhibition. A spectacular exhibition, the likes of which have not yet been seen in Germany.

In the anniversary year of possibly the world's most famous endurance race, the eventful development of the classic race will be brought to life by more than 20 original Le Mans racing cars from 1928 onwards. They will include famous classics, such as an Aston Martin DB4 GT Zagato and a Porsche 917 K, as well as the 2004 winning car, an Audi R8. According to Prof. Loh: "We are particularly keen to tell the thrilling stories behind the vehicles, teams and drivers. That's what we call a fascination for cars."

### **Food, drink, cinema – the perfect meeting place for events and excursions**

The *New York, New York* restaurant and diner, museum shop and several racing simulators are located in the freely accessible entrance area of the Nationales Automuseum. The exhibition space will also offer a range of different event areas and exclusive event venues for groups of up to 600 people. The museum's cinema will seat 50.

There is also ample parking for cars and buses adjacent to the Museum, as well as motorhome parking spaces with an electricity supply.

Thanks to its expansive grounds, the *Nationales Automuseum The Loh Collection* will also be an ideal starting point, stopover or destination for classic car rallies, orientation tours and club meetings. More information can be found on the museum website at [www.nationalesautomuseum.de](http://www.nationalesautomuseum.de).

### **App-based audio and video museum tour**

Visitors keen to have more detailed information about the exhibits and history behind them can use the app-based museum tour on their smartphone or tablet (tablets are also available to borrow). The two automotive experts, Julius Kruta and Eckhard Schimpf, will take visitors on a guided tour around the exhibition – with explanations and audio descriptions of almost all the vehicles plus entertaining videos.

The app can be downloaded free from the Apple App Store and Google Play Store, with QR codes at the vehicles taking you to the respective content.



### **Facts and figures**

- Open from Wednesday to Sunday
- New York, New York Restaurant & Diner, museum shop, racing simulators, cinema with seating for 50
- Some 150 exhibits, 21 of which are included in the *100 Years of the 24 Hours of Le Mans* special exhibition
- Over 55 different brands of vehicles from over 10 countries
- Personal guided tours by appointment
- Geschichtswerkstatt features exhibition on *Over 2,500 years of iron smelting in Dietzhölze und Dill* (free admission)
- Multiple event venues for a maximum of 600 people
- Car, bus and motorhome parking (including electricity)

Our Press team will be happy to provide you with further information at any time:

### **Contact**

Stiftung Nationales Automuseum The Loh Collection

Museumsstrasse 1

35716 Dietzhöhlztal-Ewersbach, Germany

Telephone: +49 2774 923 65 0

Email: [presse@nationalesautomuseum.de](mailto:presse@nationalesautomuseum.de)

[www.nationalesautomuseum.de](http://www.nationalesautomuseum.de)



## PRESS RELEASE

Nationales Automuseum opens its doors

### **Steeped in history: the former industrial site**

- **The Loh Collection showcases some 150 high-calibre cars**
- **A broad spectrum covering 135 years of automotive history**
- **Visitors have access to eleven exhibition halls and museum rooms**

**Ewersbach, 05 July 2023.** The Nationales Automuseum The Loh Collection will open its doors on 23 July 2023. The central German town of Dietzhöhlztal-Ewersbach will be home to one of the most exciting and diverse collections of major brands, rare exhibits and a carefully curated kaleidoscope of the long history of the car against a historic backdrop.

Some 150 rare and unique cars from over 55 brands covering almost 135 years of automotive history will be accessible to the public for the first time. The high-calibre collection of racing sports cars, one-off models, iconic designs and vehicles will be housed in old industrial premises from the turn of the century over some 7,500m<sup>2</sup>. The Nationales Automuseum will showcase important cars in the context of their creation and time, thrillingly telling their 'history in history' with a wealth of details; the history of designers, racing drivers, owners and people worth remembering.

Visitors will have access to eleven exhibition halls and museum rooms where they can explore the history of the car from everyday vehicles, prototypes and design studies, to stand-out racing cars and sports cars. Numerous themed areas, the Museum's steep bend, an Art Deco-style cinema, the Technical Centre and regularly changing special exhibitions will communicate knowledge, entertain families, and inspire car fans and enthusiasts. A number of smaller or larger event areas are also available for public or private functions.

#### **An ambience steeped in history**

Dating back to an old ore smelting site, followed by an enamelling and casting works – founded as *Neuhütte* (literally the New Foundry) – from 1908 the premises in Ewersbach developed to become an industrial production plant for large boilers produced by Buderus and Omnical. The building was taken over in 2015 to carefully restore and convert the premises into the site of the *Nationales Automuseum The Loh Collection*.

A new exhibition hall for the entrance to the Museum, the museum shop and the *New York New York* restaurant and diner, and venue for specially curated exhibitions on the first floor is interconnected with the complex of historic factory buildings. A striking red foyer with an exhibition cube was added to the entrance building, an eye-catching feature visible from afar with a vehicle from the *100 Years of the 24 Hours of Le Mans* special exhibition. The hall that



now exhibits the pre-war vehicles was designed within the fabric of the old building to which a cinema passage with historic façades was added. The Capital Cinema – with traditional seating for around 50 people and an original projector – has also been integrated into the former assembly building. The steep bend portrayed with the museum’s logo is located in the massive industrial boiler hall of the former Omnical factory. The bend features exhibits from all eras and years, behind which is a multi-storey ‘display case’ with an automatic parking system.

The *Stiftung Nationales Automuseum The Loh Collection*, Prof. Dr.-Ing. h.c. Friedhelm Loh, the initiator of the collection, architects, collection supervisors and curators and museum designers have all lent the complex of buildings a remarkable signature and created an exciting overall concept.

## **PRESS RELEASE**

### **Friedhelm Loh – An entrepreneur and classic car enthusiast**

#### **A commitment to helping society inspired by the principles of Christianity**

**Ewersbach, 05 July 2023.** In 1974, Friedhelm Loh became the managing director of two companies, Rittal and Ritto – both of which were based in Rittershausen in the German state of Hesse. Founded by his father Rudolf Loh in 1961, the two companies employed 200 people when Friedhelm took charge. He established the idea of standardising panel building and switchgear production, and became one of the first SME owners to venture into India, China and the USA. In 1989, he became the owner and CEO of the Friedhelm Loh Group (F.L.G.), a Haiger-based holding company, which now has 90 subsidiaries with over 12,000 employees.

Prof. Dr.-Ing h.c. Friedhelm Loh has held a number of official and voluntary positions:

- Between 2006 and 2014, he was President of the Central Association of Germany's Electro and Digital Industry (Zentralverband Elektrotechnik- und Elektronikindustrie e.V. – ZVEI)
- Between 2006 and 2014, he was Vice-President of the Federation of German Industries (Bundesverband der Deutschen Industrie e.V. – BDI)
- Lifetime Honorary President of the ZVEI
- Member of the Board of Stiftung Kloster Volkenroda (Volkenroda Abbey Foundation)
- Benefactor of the Stiftung Christliche Medien (Christian Media Foundation)
- Benefactor and Chairman of the Board of the Stiftung für christliche Wertebildung (Foundation for Christian Values)
- Ambassador for the region of Mittelhessen

Friedhelm Loh also supports a number of schools, universities and educational facilities, such as StudiumPlus, the dual university study programme.

In recognition of his achievements in business, his commitment to helping society and his career support for young people, Friedhelm Loh has been awarded various titles, including the Bundesverdienstkreuz (Federal Cross of Merit), the Hessischer Verdienstorden (Order of Merit of the State of Hesse) and the Rudolf Diesel Medal. Friedhelm Loh was awarded an honorary doctorate from Chemnitz University of Technology in 2016 and was named an honorary professor by the State of Hesse in 2017.

Friedhelm Loh is married and has three children. The entrepreneur's passion for classic cars spans a number of decades and isn't restricted to collecting cars; he also loves driving them, too.





## **PRESS RELEASE**

Collaboration with the Nuertingen-Geislingen University of Applied Sciences (HfWU)

### ***Nationales Automuseum* to become an academic hub for science**

#### **Official university campus of the Faculty of Economics and Law**

**Ewersbach, 05 July 2023.** The Nationales Automuseum The Loh Collection, which will open on 23 July 2023, is establishing itself as an academic hub for science from the outset. In collaboration with the Nuertingen-Geislingen University of Applied Sciences (HfWU), the museum located in the central German town of Dietzhölzatal-Ewersbach, will also act as the Nationales Automuseum university campus of the Faculty of Economics and Law under the academic direction of Dipl.-Ing. Prof. Dr. Jochen Buck from the 2023 winter semester onwards.

The University of Applied Sciences is setting up a new Master's course in Engineering Science for this purpose. The aim is to provide a qualification enabling graduates to assess classic cars, in particular with regard to their importance as historical and cultural assets. The course content includes enhanced in-depth knowledge of restoration, assessment of the history and originality of classic cars, and qualification to produce complex classic car reports. According to Prof. Jochen Buck: "We are attaching particular importance to an interdisciplinary approach involving the evaluation of the history of the car and the specific technical assessment of a historic vehicle."

As one of the most unusual and diverse collections, the Loh Collection is also of interest as a research site for the university. The exhibits of the Nationales Automuseum are thus extremely well-suited to Bachelor's or Master's dissertations – among other things for the Automotive Industry course offered by the Nuertingen-Geislingen University of Applied Sciences. According to Prof. Dr.-Ing h.c. Friedhelm Loh: "Historic cars represent an important industrial and cultural heritage. We very much welcome the fact that future research and teaching at the Nationales Automuseum's university campus will help us to inspire young people to learn about engineering and, at the same time, strengthen the region." Prof. Stefan Reindl, is looking forward to the new possibilities this offers: "The exhibits of the Loh Collection represent an important interface, because they enable our students to conduct academic work on the specific objects themselves."

#### **Start of the 2023 winter semester**

The Nationales Automuseum university campus will start operating as early as November 2023. Alongside the Certified Experts for Historic Cars CEHC certificate course, the Master's course will start from the winter semester, and will be held there every semester with 15



external students. The course will last three semesters plus a further semester for the Master's thesis. Up to now, ten external students have already enrolled for the course. Students from the Economics and Law courses at the Nuertingen-Geislingen University of Applied Sciences are also expected to attend the university campus in due course. In the future, the university hopes to offer automotive industry-related elective subjects, particularly in automotive history. The internationally renowned automotive historian Julius Kruta has already been brought on board for this.

Prof. Jochen Buck, the Academic Director of the Nationales Automuseum university campus, will be on hand for academic expertise and personal passion. He is Professor of Forensics at the Nuertingen-Geislingen University of Applied Sciences (HfWU) and Director of the Institute of Forensics IfoSA, and is also called on as a forensic expert throughout Germany. Jochen Buck also heads up the Certified Expert for Historic Cars CEHC certificate course and the external Master's course for Classic Car Assessment – both at the Nuertingen-Geislingen University of Applied Sciences Further Education Academy.

## PRESS RELEASE

The Nationales Automuseum is collaborating with the Geschichtswerkstatt Neuhütte Dietzhöhlztal e.V.

### **135 years of automotive history – over 2,500 years of iron smelting**

**Free admission: *Geschichtswerkstatt* exhibition within the museum itself**

**Ewersbach, 05 July 2023.** The Nationales Automuseum The Loh Collection, which opens to the public on 23 July 2023, will showcase more than just a carefully curated kaleidoscope of automotive history going back 135 years. Located in the town of Dietzhöhlztal-Ewersbach, a central German town steeped in history, it will also provide an insight into the pre-industrial and industrial history of the region, thanks to its collaboration with the Geschichtswerkstatt (History Society) Neuhütte Dietzhöhlztal e.V. The industrial history of the region can look back on a tradition of over 2,500 years of iron smelting.

The historical society has set itself the task of investigating the history of the region, as well as bringing it to life. It is fair to say that it would be hard to find a better site than the Dietzhöhlztal valley to showcase industrial history: iron ore was mined here around 450 BC and forged iron was produced in simple furnaces known as 'bloomeries'. The hammer mills in Steinbrücken started production in 1416 and the new furnace complex built in 1449 was one of the earliest ironworks to be built in the Lahn-Dill region. The first smelting furnace belonging to the Earldom of Nassau-Oranien went into operation within the new furnace complex in 1587. The Nationales Automuseum is located in the industrial premises of the former Nassau Ironworks Association, which was taken over by Buderus (later Omical) in 1935. Rudolf Loh founded Rittal in 1961 in the neighbouring town of Rittershausen, and it is the largest company within the Loh Group today.

#### **History society now has its hall within the Nationales Automuseum**

The history of the Dietzhöhlztal valley is showcased in a new 180 m<sup>2</sup> hall ("Geschichtswerkstatt") within the Nationales Automuseum – which is always open to the public and free of charge during the opening hours of the museum. The history *From Iron to Car* is brought to life in large-scale wall projections and video formats – from the first Celtic forest smiths, charcoal mining and traditional communal forestry management right up to the present day. There is a storytelling wall where visitors can hear stories from the region first-hand, entertainingly told by contemporary witnesses and experts from the historical society. According to Dr. Hans-Georg Schwedes, 1st Chair of the Geschichtswerkstatt Neuhütte Dietzhöhlztal e.V.: "Our presence in the Nationales Automuseum is an excellent opportunity for our 70 or so individual members and five companies, organised into five



different groups working on traditions to church history, to present the results of their research and work to a wider public.”

### **Nationales Automuseum hopes to engender an awareness of history**

The collaboration with the Geschichtswerkstatt Neuhütte Dietzhölztal e.V. underlines the educational mission that the Nationales Automuseum has set itself. Prof. Dr.-Ing h.c. Friedhelm Loh: “A key objective for us was to classify the vehicles according to historic events: politics, society, science and culture play an important role in this. We aim to communicate knowledge to all ages, and support schools in their educational mission by opening up the Nationales Automuseum as an extracurricular teaching centre – focussing on subjects like ‘From the invention of the wheel to the vehicle’.”

A stand-alone *Students’ Technical Centre* has therefore been set up for this purpose, in which automotive engineering from tyres to steering wheels is explained in an easily understandable way. The museum’s archive is also available to historians for research. Collaboration with other museums in the region is also sought, as is integration into the overall tourism concept of the Lahn-Dill district.

## PRESS RELEASE

Opening: Spectacular special exhibition at the Nationales Automuseum

### **24 Hours of Le Mans: Highlights from a 100-year history**

- **Nationales Automuseum The Loh Collection pays homage to the world's most famous car race with a selection of spectacular models**
- **Special exhibition with 21 Le Mans racing cars from a range of eras**
- **Exclusive publication to accompany the exhibit plus a selection of limited-edition model cars**

**Ewersbach, 05 July 2023.** On 23 July 2023, the Nationales Automuseum The Loh Collection will open its doors to the public, launching with a spectacular special exhibition about the 24 Hours of Le Mans race that is sure to capture the hearts of motoring fans. Just a few weeks after the 100th anniversary of the Sarthe region's legendary car race, 21 vehicles with a direct link to the iconic endurance race will be on show in Dietzhöhlztal-Ewersbach in the central German state of Hesse. While the Nationales Automuseum showcases a colourful array of around 150 rare and unique vehicles from almost 135 years of motoring history, this special exhibit focuses on what is probably the most famous car race in the world.

#### **A broad spectrum: Le Mans superstars from 1928 to 2012**

The oldest vehicle included in the exhibition is a 4.5-litre Bentley, which competed in Le Mans on three occasions: 1928, 1929 and 1931. The 1.7-tonne speedster in British Racing Green, which finished in an impressive fifth place on its inaugural appearance, will amaze visitors to the museum with its sheer size. Instead of an intricately restored object of speculation, visitors can marvel at an open-top sports car that has aged gracefully over 95 years. Its aura – cultivated by the aroma of oil, rubber and worn leather – tells a whole book of stories known only to those who were there. One thing that applies to all models on show in the exhibition: All the vehicles give you the impression that they would rather be back on the Circuit de la Sarthe, battling it out for the title of fastest lap.

While the victor of the 1928 race – also a 4.5-litre Bentley – racked up almost 2,700 kilometres in 24 hours, the overall winner from 2012 was waved home by the chequered flag after a total of 5,151 kilometres: an Audi R18 e-tron quattro. An identical vehicle is the most recent model on display in the special exhibit at the Nationales Automuseum: The endurance racing car with a V6 TDI engine for the rear axle and electric motors for the front axle finished in third place at the 2012 race.

#### **Exclusive racing cars, exciting stories**

Between the two bookend models from 1928 and 2012, the exhibition covers almost the entire history of the classic motor race: For instance, there is the Bugatti Type 50, which

marked the transition from heavy touring cars to lightweight racing cars and competed in Le Mans three times between 1931 and 1934. In contrast, the exhibition's Jaguar XK 120 C from 1953 marked another technical transition as the first racing car to be fitted with disc brakes. It left its drum-braked competitors in its wake, particularly in the braking zones, and was rewarded with a double victory. The model on display in the special exhibition finished in ninth and is regarded as one of the world's best-preserved examples of its type – it was also included in the special exhibit at the Le Mans Museum to mark the centenary celebrations.

Visitors can also experience the dramatic 1964–1966 battle between Ford and Ferrari – depicted in the 2019 film starring Christian Bale and Matt Damon. That's because the exhibition features the famous Ferrari 330 P3 that went head-to-head against Ken Miles' Ford GT 40 in the legendary 1966 race before dropping out at around 2 a.m. leaving the road free for the iconic American car's first victory on the Circuit de la Sarthe – only for the brand to go on and win a historic triple victory at the 24 Hours of Daytona a year later with the Ferrari 412 P.

The Porsche 917 K included in the exhibition looks back on a long and diverse history. Chassis number 021 made its first appearance at Le Mans in 1970. Although it was involved in an accident overnight, the remaining 917 K and 917 LH went on to give Porsche its first overall victory.

An extra exclusive model on show is the Audi R8, which made its first appearance at the Circuit de la Sarthe as the official factory car in 2002, finishing in second place. When Audi withdrew as an official team in 2003 after three successive Le Mans victories, ownership of chassis number 602 was transferred to the Japanese team Goh. As such, the 620 bhp model with a 3.6-litre V8 naturally aspirated engine with direct injection returned to Le Mans once again in 2004: The driving team of Kristensen/Ara/Capello went on to win the 24 Hours of Le Mans and the vehicle became the only R8 to win Le Mans that was not entered by the official Audi team.

### **All classes on show**

The special exhibition contains more than just winners of the overall title, it also features winners of the class titles – winners with very special stories to tell. Like the Porsche 550 A Spyder, for instance: As the young sports car brand's first-ever model designed exclusively for motorsports, it won multiple class victories from 1953 onwards. The model on show in the Nationales Automuseum entered Le Mans in 1957 and was sold to star conductor Herbert von Karajan in 1959. He got the 530-kilogram racing car approved for road use and had it painted red. The Porsche, which features a mid-mounted engine, had its original silver paintwork restored in 1965.

Fans of 1970s touring cars will be in their element thanks to the Ford Capri RS 2600, which took on the 24-hour challenge in 1972, and the legendary Ferrari 365 GTB/4, the flagship

front-engine-mounted Ferrari that won the GTS category back in 1973. The Chrysler Viper GTS-R, fitted with an eight-litre V10 engine, appeared at Le Mans from 1994 onwards: The vehicle included in the collection achieved a third-place finish in the GTS category in 2002.

### **Technical milestones**

With the Porsche 956, the exhibition includes a technical milestone model that dominated the race on the Circuit de la Sarthe for a long time. In 1982, it became the first sports car to adopt the famous aerodynamic chassis used in Formula 1, which enabled the vehicle to achieve much higher speeds when cornering. Between 1982 and 1987, the 956 and its younger brother the 962 managed to win the iconic race six times. In 1994, it added another triumph to its belt. Chassis number 009, which will appear at the Nationales Automuseum, won the overall title a total of seven times from eleven endurance race appearances and also won the World Endurance Championships with Stefan Bellof in 1984. This makes it the most successful 956 of all time.

The 1987 Sauber C9 was the car that marked Mercedes-Benz's cautious return to motorsports. In 1989, the car included in the Loh Collection became an overall winner as a prototype car, later going on to win four out of five races at Le Mans and the 1989 World Sportscar Championships with Jean-Louis Schlesser behind the wheel. The R8C serves as a reminder of Audi's debut appearance at Le Mans in 1999 and features a body made completely out of carbon fibre. The coupé had to drop out during its debut due to damage to its gearbox, while the open-top R8 managed to finish in 3rd straight away. From 1999 onwards, the Ingolstadt-based team finished on top of the podium three times, most recently in the Audi R18 e-tron quattro – the sister model of which is on display at the Nationales Automuseum.

### **From the Circuit de la Sarthe to the road**

The Audi R18 model marked another milestone, primarily due to its hybrid drive – the second upgrade to which was installed in a number of vehicles ready for the 2012 season. As such, the R18 e-tron quattro on display in the Nationales Automuseum – which, unlike its predecessors, featured a closed top instead of an open one – is fitted with a centrally mounted 3.7-litre V6 diesel engine with 540 PS, which powers the rear wheels. The engine is supported by an MGU (motor generator unit) installed in the racing car's nose, which sends its 204 PS to the front wheels. The unit is also able to store up to 500 kilojoules of braking energy in a fly wheel, which can reach speeds of up to 45,000 rpm. With this amount of energy stored over the course of one race (meaning it could then be reused by the powertrain), an electric car would be able to drive almost 3,000 kilometres. The Audi R18 e-tron quattro in the Nationales Automuseum – vehicle number 205 – was not fitted with the hybrid drive system until 2013. The model in question appeared in a total of five WEC races, finishing on the podium every time. As well as finishing third at Le Mans in 2012 – in the form of an R18 Ultra – its greatest success was a victory at the 12 Hours of Sebring race in 2013.

The Audi R18 e-tron quattro has therefore made the transition to modern motorsport better than any other vehicle, providing further evidence of the fact that Le Mans has always been a pioneering event for the use of high-tech equipment that will later appear in the mass market.

**Book on the exhibition, limited-edition models and official Le Mans collection**

If you want to immerse yourself even further into stories and images from 100 Years of the 24 Hours of Le Mans after a trip to the special exhibit, then we recommend the book *Le Mans – Glanzlichter der ersten 100 Jahre* (Le Mans – Highlights from the First 100 Years, only available in German), which has been published exclusively for the exhibition. Featuring forewords by record-breaking Le Mans winner Tom Kristensen and Prof. Dr.-Ing h.c. Friedhelm Loh, renowned author Jörg Walz tells stories, dramas and anecdotes from a century of elite motor racing over more than 200 pages.

The limited-edition Le Mans model cars include:

- Porsche 917 K in 1:18 by Spark
- Mercedes CLR in 1:18 by Spark
- Porsche 904 GTS in 1:43 by Spark
- Porsche 917 K in 1:43 by Brumm
- Ferrari 412 P in 1:43 by Brumm (in the style of the 24h Daytona 1967)
- Porsche 904 GTS in 1:87 by Wiking

Yet another highlight: the Nationales Automuseum is just one of three places in Germany selling selected items from the official *Le Mans Centenary* retail collection, which is otherwise only available online.





## PRESS RELEASE

*New York New York* Restaurant & Diner and *Avus* café at the Nationales Automuseum

### **Culinary creations inspired by diversity**

#### **The ideal conclusion to a museum visit or the perfect venue for your event**

**Ewersbach, 05 July 2023.** To coincide with the opening of the Nationales Automuseum The Loh Collection on 23 July 2023, the *New York New York* Restaurant & Diner will also open its doors, welcoming visitors with an array of dishes to suit every taste. The culinary venue's menu is just as diverse as the collection of automotive rarities on display in Dietzhöztal-Ewersbach in the German state of Hesse.

Diversity at its most delicious was the inspiration for the name given to this 70-seat restaurant. Just as the vehicles on show originate from a variety of countries and eras, so too do the dishes on offer, reflecting an array of different cultures and identities. And what better embodies this concept than the melting pot of New York, the vibrant, enthralling city on the banks of the Hudson River?

Many of the 150 or so rare and unique vehicles from almost every brand and era of the 135 years of motoring history are a constant presence in the beautifully decorated spaces. The overall interior concept is inspired by the Art Deco movement but also features design elements from a range of eras. For instance, a VW T1 flat-bed truck used as decoration in the centre of the space invokes memories of Germany's economic miracle years, while a glimpse into the atrium reveals a Ford Thunderbird and Chevy Corvette Sting Ray.

#### **Three gastronomy concepts to cater to every taste**

To cater to a wide range of tastes, the restaurant offers three different gastronomical concepts. Each separate area – be it modern or stylish – offers visitors a unique setting to sit back and recharge.

The stylish restaurant also features VIP areas for exclusive dining. The wide array of dishes ranges from various starters, and main meals including steaks, pasta and salads, to a selection of tempting desserts. From vitello tonnato or Wiener schnitzel to New York strip steak or a vegan Thai curry and crème brûlée, there is something for every foodie thanks to the diverse menu. On top of that, there are also the head chef's daily specials to look forward to.

The interior design and menu of the diner-next-door are inspired by the classic American style and way of life. Burgers, sandwiches and homemade iced tea – along with a traditional New York cheesecake – are highlights on the menu here.



Another hallmark of *New York New York* is its strong belief in the use of fresh ingredients, which are also sourced regionally wherever possible.

The menu is rounded off with a selection of wines, speciality coffees and spirits.

**Avus café for al fresco dining**

In fine weather, the *Avus* café acts as a bridge between Germany and the USA and provides guests with a third dining option: A delicious range of classic light bites, such as bagels and hot dogs, is complemented by coffee and a selection of cakes.

The unique surroundings of *New York New York* also provide the perfect backdrop for all kinds of events; the restaurant and suitable spaces within the museum can be booked out for events.

The Nationales Automuseum's eateries are open from 10:00 a.m. to 10:00 p.m., Wednesdays to Fridays (breakfast served until noon), and from 9:00 a.m. to 10:00 p.m., Saturdays and Sundays (breakfast served until 11:30 a.m.); outdoor areas will not be open in bad weather. Closed on Mondays and Tuesdays.

You can book a table by calling +49 2774 923 65 82 or emailing [info@newyork-newyork.eu](mailto:info@newyork-newyork.eu).



## PRESS RELEASE

Newly opened Nationales Automuseum offers an exclusive ambience

### **A unique venue in the heart of Germany**

#### **Celebrations, presentations and conferences surrounded by historic cars**

**Ewersbach, 05 July 2023.** If you are planning a business event, exclusive presentation or inspirational conference in the middle of Germany, then look no further than the Nationales Automuseum The Loh Collection in the future. On 23 July 2023, one of the world's most unusual and varied collections of vehicles is opening its doors in Dietzhöhlztal-Ewersbach in the German state of Hesse. The museum's unique space – which is steeped in industrial history – is also available as a venue for events. Around 150 rare and significant models from 135 years of motoring history provide an atmospheric and unforgettable backdrop for a wide range of events.

#### **Variety of different event spaces**

The buildings and outdoor areas offer several spaces in a variety of sizes for event bookings. For instance, you can opt for the Vorkriegshalle (pre-war hall, up to 160 people), the Kinopassage (cinema passage) or the Graffiti-Halle (200 people each). The Marktplatz (market square) – which is home to vehicles from Germany's Economic Miracle period, spanning from the Goggomobil to the Mercedes 300 SL, and the *Ladestation* (charging station) bar – has a capacity for up to 500 people. Smaller events with up to 10 participants may prefer to opt for the intimate surroundings of the elegant *Eagels-Nest* lounge. Cutting-edge conference equipment, including a 98-inch monitor and surround sound system, is available in the Panorama Lounge, which has a capacity for up to 20 people and offers views across the main hall. Other rooms and outdoor areas in the central courtyard and al fresco eatery *Café Avus* are also available for guests at events.

#### **Perfect event management**

The Nationales Automuseum does more than just provide you with the space you need. On request, customers can also opt for our complete hassle-free management package for all types of events. The team from the museum's *New York New York* Restaurant & Diner works with customers to design bespoke menus to cater to every taste. The Events team from the Nationales Automuseum is also happy to help guests with decorations, equipment or when it comes to choosing musical acts or other entertainers. However, customers are also welcome to use their service providers. Full flexibility when it comes to equipment: A range of different chair and table options are available, no matter how many guests you have.

Be it a fashion show, milestone birthday celebration, anniversary or Christmas party: The distinctive ambience created by the historic industrial architecture and the backdrop of rare



and classic models from all eras of motoring history is sure to make any event held at the Nationales Automuseum an impressive and unforgettable experience.

## **PRESS RELEASE**

### **Crème de la crème: Highlights from the Nationales Automuseum**

#### **Individual pieces, motorsports legends, and prominent owners' rare cars**

**Ewersbach, 05 July 2023.** The Nationales Automuseum The Loh Collection, which will open on 23 July 2023, will have one of the most unusual and diverse collections of its kind. However, there are nonetheless a number of automotive gems that stand out even in this exclusive collection. This is a collection that showcases major brands, rare exhibits and a carefully curated kaleidoscope encompassing the long history of the car against a historic backdrop in the central German town of Dietzhölzatal-Ewersbach. These treasures include vehicles that have a unique story to tell – and which can only be seen in the Nationales Automuseum. Below is a small selection of four of these exhibits:

#### **Maybach Exelero**

The Maybach Exelero built in 2005, which is exhibited in the Nationales Automuseum, is reminiscent of the chassis of a revolutionary streamlined car, which was created in 1938 as a one-off based on a Maybach SW 38 chassis. The vehicle was used for tests up to 200 km/h with the then brand-new high-speed tyres.

The redesign was also used as a test vehicle for high-speed tyres, albeit this time up to speeds of 350 km/h: Fulda, the tyre brand, had the Exelero built based on the Maybach 57 S for the series development of its Fulda Carat Exelero tyres.

The partnership was signed and sealed at the IAA 2003, and the design was advertised as a competition among the University of Pforzheim students. The final design was created by the then-24-year-old Fredrik Burchhardt, who would later go on to design the Maybach 57 SC, which is also exhibited in the Nationales Automuseum. The lines of the Exelero consciously draw on the classic Maybach of the 1930s.

With its 700 bhp, the Exelero reached a speed of 351.45 km/h on the test track in the Italian town of Nardo. The 315/25 ZR 23 tyres had to cope with the exorbitant speed as well as an empty weight of 2,730 kilogrammes. The Exelero was never exhibited at car fairs, although it did have two exclusive special appearances: in 2006 on the concept lawn of the Pebble Beach Concours d'Elégance, and three years later in the music video for the song 'Lost One', in which US rapper Jay-Z cruises through the night in it.

### **Ferrari 330 P3 / 412 P #0844**

The start of the 1960s were glory years for Ferrari: with five consecutive wins in the 24 Hours of Le Mans race. However, the planned takeover by Ford of the sports car manufacturer failed at the last minute. Enzo Ferrari had insisted on continuing to lead the racing car division himself. Following the breakdown of the talks, Ford did everything in its power to demonstrate its superiority: at great financial expense, the Americans developed the Ford GT40, which put enormous pressure on Ferrari in 1965 when it appeared at Le Mans for the first time.

Maranello had to respond and competed in 1966 with its newly developed 330 P3. Its four-litre V12 engine producing 420 bhp was accommodated within an extremely slimline aerodynamic chassis, which featured a ladder frame, while the engine and gearbox were an integral element of the vehicle structure.

The 330 P3 was victorious in its second outing, the 1000-km race in Monza: chassis number 0844 – nowadays a highlight of the Nationales Automuseum – triumphed over two Ford GT40s and celebrated yet another win at the 1000-kilometre race in Spa-Francorchamps. However, at Le Mans, the 330 P3 broke down at 2 a.m. in the early hours, and could no longer prevent the third win of the Ford GT40 Mk II. Nonetheless, Ferrari won the Brand World Championships.

At the end of the 1966 season, chassis 0844 was exported to the USA to the North American Racing Team (NART) belonging to the Ferrari importer Luigi Chinetti. There, it was converted to the 1967 factory 412 P configuration – albeit with Weber double carburettors instead of Lucas petrol injection. In 1967, it finally got revenge for Le Mans 1966: on home territory, of all places, the Americans were humiliated. The NART-412 P with chassis number 0844 secured the third place for Ferrari behind the two factory cars.

The Nationales Automuseum has had the legendary sports car restored in the Ferrari factory to its original Daytona specification from 1967.

### **Porsche 550 A Spyder**

In 1953, the 550 marked the start of a unique success story in motorsport. The first vehicles were closed coupés weighing around 550 kilogrammes, which were exclusively intended for long-distance races, such as Le Mans, and were designed for class wins. In 1955, the company took the bold step to produce a series version of the car: the Porsche 550 Spyder was born. A 1.5-litre four-cylinder racing sports car, initially with 110 bhp, box frame and aluminium body, weighing just 590 kilogrammes.

The small and lightweight Spyder was immediately successful – on the track as well as among well-heeled private customers. It cost twice as much as a 356 and six-times as much as a VW

Beetle. From 1956 on, the 550 A replaced its predecessor. Its so-called 'space frame' was 16 kilogrammes lighter than the 'ladder frame' previously used, but was more torsionally rigid.

The Porsche 550 A Spyder exhibited at the Nationales Automuseum was completed on 4 February 1957 for the factory's Racing department. In its first season, chassis number 131 won its Class prize at the 1000-kilometre race on the Nürburgring, and fourth place in the overall classification. At the 24 Hours of Le Mans race, the car was driven by Hans Hermann and Richard von Frankenberg, but did not finish. In 1958, Wolfgang Count Berghe von Trips won two stages of the European Mountain Championships with this vehicle and took the Championship title.

Following his active racing career, Herbert von Karajan became the owner of the 550 A Spyder. The world-famous conductor and passionate Porsche enthusiast had it painted red and approved for road use in Salzburg. Following its sale in 1965, the 550 A Spyder was repainted in its original colour. The sports car with an eventful history is in its original condition and has never been restored. The red colour during the time it was owned by Karajan still flashes through at a few wear points when the doors are open.

### **Talbot-Lago T26 Grand Sport Saoutchik**

Shortly after the end of the Second World War, Franco-Italian car designer Anthony Lago wanted to get going and build an exclusive super-sports car, the Talbot-Lago T26 Grand Sport. The native Venetian had founded the brand back in 1935. His Grand Prix racing car built in 1939, which was never used due to the war, formed the basis for the ambitious project, in which pure racing car technology was to be transferred to the road.

Talbot-Lago exhibited the first road-capable chassis at the Paris Salon Show in the autumn of 1947. The 4.5-litre inline six-cylinder engine with aluminium cylinder head featured two camshafts and three carburettors. Boasting 200 bhp, the Grand Sport accelerated to more than 200 km/h, making it the world's fastest series sports car for a brief time. The vehicle was built in the Suresnes Talbot-Lago factory, just twelve kilometres to the west of the centre of Paris.

However, in a Europe suffering from the consequences of the war, rich sports drivers wanting to take part in racing events with their luxury everyday cars were rather thin on the ground. Even the distinguished Parisian society rarely called for elegant and luxurious cars. Anthony Lago only sold 29 of his super-sports cars between 1948 and 1952.

Each chassis was a one-off, as Talbot-Lago only supplied the chassis, drive technology, engine and gearbox. The bodies for eleven of these vehicles were produced by Jacques Saoutchik. The native Russian was known for his extraordinary designs and was regarded as rather exotic among the French bodywork 'couturiers'. The T26 Grand Sport exhibited at the Nationales Automuseum is one of Saoutchik's vehicles – and is an absolute rarity as one of



only two 'low-roof' models built. Despite the extremely short wheelbase of 2.65 metres, Saoutchik nonetheless wanted to maintain the elegant proportions of the vehicle and lowered the roof line by a few centimetres. The T26 Grand Sport is synonymous with an era of opulent bodywork designs that flourished in the 1930s and irrevocably ended after the Second World War.



## PRESS RELEASE

For the opening of the Nationales Automuseum in Dietzhöhlztal-Ewersbach

### **Exclusive collectables from the museum shop**

#### **Extensive range of souvenirs to get every car fan's pulse racing**

**Ewersbach, 05 July 2023.** To coincide with the opening of the Nationales Automuseum The Loh Collection on 23 July 2023, the museum shop will also open its doors. Once you have marvelled at one of the world's most unusual and varied collections of vehicles – made up of around 150 rare and unique models from almost all brands and eras of 135 years of motoring history – our museum shop has even more to bring a smile to your face: an extensive range of souvenirs from our museum.

A number of items have been designed and produced exclusively for the Nationales Automuseum – which means you won't find them anywhere else. These include model cars in scale 1:87 (Herpa, Schuco and Wiking), 1:43 (Brumm and Spark) and 1:18 (Spark) and the exclusive book *Le Mans – Glanzlichter der ersten 100 Jahre* (Le Mans – Highlights from the First 100 Years, only available in German) by Jörg Walz, which has been published to coincide with the current special exhibition *100 Years of the 24 Hours of Le Mans*.

A large collection of posters, T-shirts and cups featuring key vehicles from the Nationales Automuseum collection can serve as daily reminders of your visit to the museum. The shop also sells a wide range of model cars in an array of sizes and a particularly large selection of books from the fields of motorsports and the vehicle industry. Yet another highlight: the Nationales Automuseum is just one of three places in Germany selling selected items from the official *Le Mans Centenary* retail collection, which is otherwise only available online.

Like the museum itself, the Nationales Automuseum's shop is open from 11 a.m. to 6 p.m., Wednesday to Friday, and from 10:30 a.m. to 6 p.m., Saturday and Sunday.