



PRESS RELEASE

“Nationales Automuseum The Loh Collection”: Spectacular collection brings the history of mobility to life

- **Fascination on wheels: around 150 selected vehicles from 1886 to today**
- **University campus of the Nürtingen-Geislingen University of Economics and Environment**
- **New special exhibition: “Ferrari – Masterpieces for Road and Track”**

Ewersbach, 04 March 2024. With around 150 spectacular vehicles dating from 1886 to the present, the Nationales Automuseum The Loh Collection in Dietzhöhlztal-Ewersbach, Hesse, is one of the world’s most exciting automobile collections: The exhibition features numerous one-offs, prototypes and highlights from automotive history, including Michael Schumacher’s first world champion Ferrari, US President John F. Kennedy’s Lincoln Continental and the record-breaking Maybach Exelero, only one of which was built. There are also numerous icons of automotive history, ranging from the Bugatti Type 57 Atalante to the Lamborghini Miura SV and the Mercedes CLK GTR, as well as a wide range of racing vehicles – from long-distance racing, the DTM touring car racing series and NASCAR races to Formula 1 and Formula E. The museum opened in July 2023 and is located in the heart of Germany in the middle of the city quadrangle of Cologne, Dortmund, Kassel and Frankfurt. It is easily accessible via the A 45 autobahn through Germany’s Sauerland region.

The collection was initiated by the entrepreneur and old-timer enthusiast Professor Friedhelm Loh. He has been passionate about classic automobiles for decades and is not only interested in collecting but also in driving them.

The number of visitors to Dietzhöhlztal-Ewersbach in Hesse shows how great the demand is and the continuing fascination for automobiles for both young and old: The Nationales Automuseum has already attracted over 40,000 visitors in the first few months since its opening. The award of the FIA Founding Members’ Club Heritage Cup in December 2023 also shows the collection’s importance. In the classic automotive scene, this is viewed as the top international award that a museum can receive.

The museum as a university campus

Unique in Germany: Its outstanding portfolio and professional curation also make the Nationales Automuseum attractive for research and teaching. As soon as the museum opened, a university campus began working there: the “Nationales Automuseum University Campus” is affiliated to the Faculty of Economics and Law at Nürtingen-Geislingen University (HfWU). It also offers a wide range of educational opportunities for schools and universities.



Nürtingen-Geislingen University specialises in economics, the environment, and the automotive and mobility industries. The scientific management of the new campus is in the hands of Professor Jochen Buck, the leading expert on accident research in Germany. He gives exciting lectures on the automotive and mobility industries and provides “live hands-on experiences” in Dietzhöhlztal-Ewersbach. During the winter break, Professor Buck was able to welcome the first students, who are being trained as classic vehicle experts during their postgraduate studies, to the Nationales Automuseum. Furthermore, the plan for upcoming semesters is already in place.

The Nationales Automuseum’s wide range of educational programmes for schools and universities is unparalleled in Germany and arguably even in Europe. Members of the public with an interest in automobiles can also receive further training at Dietzhöhlztal-Ewersbach. In December 2023, Dieter Röscheisen – formerly a test technician for the Porsche 959 – gave a well-attended presentation on developing the legendary super sports car of the 1980s. Further events are planned, and the Nationales Automuseum’s newsletter provides information on topics and dates.

The museum’s unique concept also includes the “Neuhütte Dietzhöhlztal History Workshop”. This introduces visitors to the Lahn-Dill district’s industrial history in an exciting way, with a focus on “Over 2,500 years of iron smelting at Dietzhölze and Dill.” The “Neuhütte Dietzhöhlztal History Workshop” is a regional association and has set itself the task of presenting historical and economic development in an imposing way. “My goal is to use the fascination of automotive technology to get young people excited about the topic of technology in the world of work and to attract them to an exciting education,” says museum founder Professor Loh.

Modern buildings with historic industrial architecture

Modern and functional on the outside, the ensemble’s unique interior design buildings provide surprises. The atmosphere of historic industrial buildings preserved and conserved in their original state permeates the entire 7,500-square-metre exhibition area. This charm imparts its extraordinary character to the museum.

This sympathetic presentation shows the exhibits at the Nationales Automuseum in a special light. The central eye-catcher in the main building is a steep curve where the icons of automotive history gather. Behind it, an oversized display case extends across the entire width of the hall, showing off more than 30 sports and racing cars, including, as part of the redesign of the exhibition, seven vehicles from the previous special exhibition “100 Years 24h Le Mans – the Myth, the Heroes, the Cars.” A colourful graffiti artwork forms the background of the super sports car area.

Making automotive technology from then and now come alive

Visitors are given in-depth information on the vehicles and subject areas by the specially developed app, also available on tablets for hire if desired. Personal guided tours can also



be booked. Besides the vehicles, the Nationales Automuseum also has an extensive collection of engines, cutaway models and technical exhibits, ranging from a steam engine to a Bugatti 16-cylinder to the modern electric car platform. The cutaway model of an American NASCAR racing car is new to the exhibition.

Museum founder Professor Friedhelm Loh adds: "When I started to build up my collection decades ago out of admiration for the achievements of engineers and designers, I could not have foreseen its present size. Over several years, I started wanting to make this collection accessible to the public. Today, the Nationales Automuseum can show interested people unique cars that stand for courage, innovative strength, ground-breaking design, craftsmanship and attention to detail. This is all intended to inspire, delight and entertain visitors. Anyone interested and enthusiastic about the fascination of wheels and vehicle technology is warmly welcomed to the Nationales Automuseum."

New special exhibition: "Ferrari – Masterpieces for Road and Track"

In addition to the extensive permanent exhibition, seasonally changing special exhibitions with a specific focus form an integral part of the Nationales Automuseum. After the successful opening exhibition "100 years of 24h Le Mans – the Myth, the Heroes, the Cars", the second exhibition opens on 23 March 2024. "Ferrari – Masterpieces for Road and Track" brings together a unique collection of top-class Ferrari vehicles from eight decades.

These range from the early Mille Miglia Barchetta and the Ferrari 212, which dominated the Carrera Panamericana in 1951, to successful sports car prototypes and a Formula 1 car driven by Michael Schumacher. The exhibits include design gems from the 1950s and 1960s and the hypercar quintet of the 288 GTO, F40, F50, Enzo and La Ferrari. "Each vehicle is an important piece of automotive and company history," says Professor Loh.

Eat, drink and watch movies – the perfect meeting place for events and trips

The "New York New York" restaurant and diner, several racing simulators and the museum shop with an extensive range of souvenirs that will make fans' hearts beat faster can all be found in the freely accessible entrance area of the Nationales Automuseum. They also include the 1:18 replica of the Scuderia Ferrari OM Rolfo racing transporter from 1967, named "Model Car of the Year 2023". Visitors can see the original just a few metres away in the museum.

The exhibition grounds also offer numerous event areas and exclusive locations for groups of up to 500 people. The in-house cinema seats 50 people.

There are plenty of parking spaces for cars and buses right by the museum as well as private motorhome parking spaces with electricity connections.



Thanks to its spacious grounds, the “Nationales Automuseum The Loh Collection” is also an ideal starting point, stopover or destination for old-timer rallies, orientation trips and club meetings. Further information can be found on the museum’s website at www.nationalesautomuseum.de/en.

App-based museum tour with audio and video

Anyone interested in more detailed information on the exhibits and the stories behind them can take the app-based museum tour via smartphone or tablet (devices are also available for hire upon request). The two internationally renowned automobile experts Julius Kruta and Eckhard Schimpf guide you through the exhibition with explanatory texts and audio contributions on almost every vehicle, as well as several entertaining videos.

The app can be downloaded free of charge from Apple’s App Store or the Google Play Store; QR codes on the vehicles guide you to the relevant content.

Facts and figures

- Open from Wednesday to Sunday
- The “New York New York” restaurant and diner, museum shop, racing simulators, and a 50-seat cinema
- Around 150 permanent exhibition vehicles
- Vehicles from more than 55 different brands and over ten countries
- Personal guided tours by arrangement
- “History workshop” on “Over 2,500 years of Iron Smelting at Dietzhölze and Dill” (free entry)
- Multiple event locations for up to 500 people
- Parking spaces for cars, buses, and motorhome parking spaces (including electricity)



About the Nationales Automuseum The Loh Collection

As one of the world's most exciting car collections, the Nationales Automuseum The Loh Collection, located in the Central German town of Dietzhöhlztal-Ewersbach, Hesse, displays around 150 spectacular vehicles from 1886 to the present day. The exhibition, which has been open to the general public since July 2023, extends over some 7,500 square metres with a mix of eleven sheds and exhibition spaces on a former industrial site. The exhibition houses unique pieces, prototypes and highlights of automotive history from the collection of the founder of the museum Prof. Friedhelm Loh. His aim is to document the historic, technical and economic development of the automobile, and generate enthusiasm for its history. Its outstanding portfolio and professional curation also make the Nationales Automuseum attractive for research and teaching. The "Nationales Automuseum University Campus" is affiliated with the Faculty of Economics and Law of the Nürtingen-Geislingen University of Applied Science (HfWU) and also offers a wide range of educational opportunities for schools and universities. There is also a museum shop, cinema, restaurant and designated areas for events for up to 500 people.

For further information, please feel free to contact our press department at any time:

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