



PRESS RELEASE

- Short version -

Opening on 23 July 2023

“Stiftung Nationales Automuseum The Loh Collection”: A spectacular collection becomes accessible to everyone

Ewersbach, 21 June 2023. As of 23 July 2023, car and motorsport enthusiasts from around the world will be able to see one of the world's most fascinating car collections for the first time. The “Nationales Automuseum The Loh Collection” in Dietzhöhlztal-Ewersbach features about 150 spectacular cars dating from 1886 to the present day. The museum's inaugural exhibition will showcase ultra-rare one-off cars, prototypes and highlights from the automotive history, including Michael Schumacher's first World Championship-winning Ferrari, the Lincoln Continental used by United States President John F. Kennedy and the one-of-one Maybach Exelero record car.

Due to its size and excellent curation, the museum will be of special importance for research and education. Already at the opening, the “Hochschulcampus Nationales Automuseum of the Faculty of Economics and Law of the Nuertingen-Geislingen University of Applied Sciences” will begin its work. The lectures and live demonstrations are under the direction of Prof. Jochen Buck, the leading expert for accident research in Germany.

The museum also offers a wide range of educational programmes for schools and universities that is unparalleled in Germany. This includes the so-called “Geschichtswerkstatt” (“history workshop”). It teaches visitors about the industrial history of the Lahn-Dill-Kreis area in a way designed to inspire young people to pursue a technical education.

Regular special exhibitions are already being prepared, starting with the “100 Years of Le Mans 24h” exhibition with more than 20 original race cars from 1928 to the modern era – a spectacular display that has hardly ever been seen in Germany.

With a modern exterior design, the halls provide an interior space of 7,500 square metres, showing the charm of originally preserved historic industrial buildings. The eye-catcher is a banked corner filled with iconic machines of automotive history. Behind it, an oversized car-case displays almost 30 sports and race cars. The Nationales Automuseum also accommodates an extensive collection of engines, sectional models and technical display elements, from a steam engine up to an electric vehicle platform.



The museum's founder, Prof. Dr. Friedhelm Loh: "These unique exhibits reflect courage, innovation power, pioneering design, craftsmanship and love for detail. I invite everyone who is interested in and excited by the passion on wheels and the technology in the cars to visit us at the new Nationales Automuseum."

Dietzhöhlztal-Ewersbach is located in the rectangle connecting the four cities of Cologne, Dortmund, Kassel and Frankfurt, easily accessible from the A45 motorway.

- Open from Wednesday to Sunday
- Catering facilities, shop, SIM-Racers, cinema with 50 seats
- Museum app (tablets available on loan)
- Personal guided tours
- "Geschichtswerkstatt" showing "More than 2,500 years of iron smelting along the Dietzhölze and Dill rivers"
- Multiple event locations for up to 600 people
- Parking areas for passenger cars and coaches as well as powered camper sites

Our press department will be happy to provide additional information at any time:

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PRESS RELEASE

- Long version -

Opening on 23 July 2023

“Stiftung Nationales Automuseum The Loh Collection”: A spectacular collection becomes accessible to everyone

- **Passion on wheels: About 150 cars selected from 1886 to today**
- **Campus of the Nuertingen-Geislingen University of Applied Sciences**
- **Special exhibition “100 years of the Le Mans 24-hour race”**

Ewersbach, 21 June 2023. Car and motorsport enthusiasts from around the world will soon be able to see one of the world’s most fascinating car collections for the first time. The “Nationales Automuseum The Loh Collection” in Dietzhöhlzal-Ewersbach will be open to the public for the first time on 23 July 2023, with about 150 spectacular cars dating from 1886 to the present day.

The museum’s inaugural exhibition will showcase ultra-rare one-off cars, prototypes and highlights from the automotive history, including Michael Schumacher’s first World Championship-winning Ferrari, the Lincoln used by United States President John F. Kennedy and the one-of-one Maybach Exelero record car. There are also too many icons to count, ranging from the Bugatti Type 57 Atalante and the Lamborghini Miura SV up to the Mercedes CLK GTR. There is also a wide array of race cars from the arenas of endurance racing, DTM and NASCAR to Formula 1 and Formula E. The new museum, in the heart of Germany, sits in the centre of the “rectangle” made up of Cologne, Dortmund, Kassel and Frankfurt, easily accessible from the A45 motorway.

The museum becomes a university campus

Unique in Germany, the museum’s outstanding collection and its professional curation make the Nationales Automuseum interesting for research and education. It has brought the museum’s founder, Professor Doctor Friedhelm Loh, great joy that a university campus will begin operations at the same time as the museum opening. The new university campus will be called the “Hochschulcampus Nationales Automuseum der Fakultät Wirtschaft und Recht der Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen” or, in English, the “Campus Nationales Automuseum of the Faculty of Economics and Law of the Nuertingen-Geislingen University of Applied Sciences”.

The Nuertingen-Geislingen University (HfWU) teaches applied sciences, focusing on the economy and the environment as well as on automotive and mobility business, and Prof. Jochen Buck, the leading expert for accident research in Germany, will be the scientific



director of the new campus. He will give lectures in the automotive and mobility economics fields that combine academic expertise with the displays in Dietzhöztal-Ewersbach to provide hands-on, real-world experiences.

The Nationales Automuseum also offers a wide range of educational programmes for schools and universities in a way that is unparalleled in Germany and almost certainly unparalleled anywhere in Europe.

The unique concept of the museum also includes the "Geschichtswerkstatt Neuhütte", a history workshop of the region, that introduces visitors to the industrial history of the Lahn-Dill-Kreis area with an emphasis on "More than 2,500 years of steel industry along the Dietzhölze and Dill rivers". The history workshop Geschichtswerkstatt Neuhütte-Dietzhöztal is a regional society that has set itself the goal of presenting the historic and economic development in a particularly impressive way. "It is my goal to use the fascination of automotive technology to get young people excited about the subject of technology, the idea of technology as a profession and to make them choose an exciting education," says the museum's founder, Prof. Dr. Loh.

Modern halls with historic industrial architecture

Modern and functionally designed from the outside, the range of buildings continually surprises with its unique interior design. With 7,500 square metres of total display space, the museum provides the ambiance of historic industrial halls that have been kept and preserved in their original condition. Their charm gives the museum its extraordinary character.

The cars on display at the Nationales Automuseum have been arranged with painstaking attention and love for detail. The central element in the main hall is a banked corner, in which icons from throughout automotive history are lined up. Behind them, an automated parking system, accommodating almost 30 sports and race cars, covers the entire width of the hall. A colourful graffiti artwork serves as the backdrop for the super sports car area.

Automotive technology from the past and the present waiting to be experienced

Visitors can receive in-depth information on the cars and thematic areas through a custom-developed digital app, with tablets available on loan. In addition, personal guided tours can be booked. Complementing the cars, the Nationales Automuseum is also large enough to accommodate an extensive collection of engines, sectional models and technical display elements, ranging from a steam engine and a 16-cylinder Bugatti engine to a state-of-the-art electric car platform.

Prof. Dr. Friedhelm Loh, founder of the museum: "When I started building my collection decades ago in admiration of the achievements of the engineers and designers, its current size and scope couldn't be envisioned. For some years now, I have had the desire to make this collection accessible to the public. Now, the time has come to do so. These unique cars



reflect courage, the power of innovation, pioneering design, craftsmanship and love of detail. All of that is to inspire, delight and entertain people who are interested. And therefore, I invite everyone who is interested in and excited by the passion on wheels and the technology in the cars to visit us at the new Nationales Automuseum."

Special exhibition "100 Years Le Mans 24h"

The Nationales Automuseum plans to run a series of temporary, seasonally changing special exhibitions alongside the comprehensive permanent display, to highlight particular subjects. The first of these is the temporary exhibition "100 years of the Le Mans 24-hour race: The legend, the heroes, the cars". It is a spectacular display, the likes of which have hardly ever been seen before in Europe, right in the centre of Germany.

In the anniversary year of what is most probably the world's most famous endurance race, the fascinating development of this motorsport classic can be experienced through more than 20 genuine Le Mans race cars from as far back as 1928. Among them are famous classics, like an Aston Martin DB4 GT Zagato and a Porsche 917 K, but also the race-winning car from 2004, an Audi R8. Prof. Dr. Loh: "It is a particular intention for us to tell the exciting stories behind the cars, the teams and the drivers. That is what passion on wheels is all about for us."

Food, drinks, cinema: The ideal location for events and tours

The Nationales Automuseum will be open every week from Wednesday to Sunday. The entrance area of the museum is accessible for free, and contains catering facilities, a shop and multiple racing simulators. The museum also includes numerous activity areas and exclusive event spaces for groups of up to 600 people, while the in-house cinema theatre has 50 seats.

Ample parking space for passenger cars and coaches is available directly at the museum, while the car park even has dedicated spaces with power connections for campers.

Because of the large premises, the Nationales Automuseum The Loh Collection is also ideally suited as a venue for the start, stopover or finish of classic car rallies, orientation runs and club meetings. Further information can be found on the museum's website at www.nationalesautomuseum.de.