



Mercedes-Benz Museum
Press Information
9 April 2024

Kaleidoscope of mobility history: “Classics & Coffee” starts on 14 April 2024

- All-brand vintage cars and young classics meet at the Mercedes-Benz Museum
- Focal themes from AMG and G-Class to Porsche
- No need to book – and free of charge
- “Classics & Coffee” kicks off the museum’s open-air programme

Stuttgart. The Mercedes-Benz Museum’s classic car meet “Classics & Coffee” opens the new season on 14 April 2024. Every Sunday up to and including 13 October 2024, drivers of young classics and vintage cars of all brands are invited to relaxed get-togethers on the museum hill.

“We’re looking forward to welcome again many fans of ‘Classics & Coffee’ with their vehicles and stories to our hill again. With its relaxed, informal atmosphere, the classic car meet has established itself as an event whose appeal extends throughout the region and beyond”.

Bettina Haussmann, Director Mercedes-Benz Museum

Variety is the spice of this series of events – young classics with just 20 years under their belts meet automotive witnesses of a bygone age. Be it lovingly maintained sports cars from the Wirtschaftswunder era, luxury saloons from the 1980s, muscle cars or legendary Unimog vehicles – these are just some of the vehicle models that make up the colourful field at the meet. The open concept behind “Classics & Coffee” fits in with this kaleidoscope of mobility history. Vehicles of all brands are invited, booking is not necessary and participation is free of charge. Those with a keen interest who don’t own a classic car can also simply drop by.

From super sports cars to commercial vehicles

Events focussing on specific topics are very popular. Ten such events are planned for 2024, at which the following classic cars will take centre stage alongside all other vehicles:

- **14 April 2024 – Super sports cars:** The online platform “Collecting Cars” will be making a guest appearance with its “Coffee Run” on the museum hill.
- **19 May 2024 – “Baby-Benz”:** The focus is on the saloon models from Mercedes-Benz’s first compact class (W 201).
- **9 June 2024 – AMG special:** Founded as an engineering firm for sports vehicles in 1967, Mercedes-AMG is today Mercedes-Benz’s sports car and performance brand.
- **30 June 2024 – 45 years of the G-Class:** The legend lives! Called G-model at the time, the G-Class celebrated its première in 1979 and has fascinated with its extreme off-road capabilities and luxurious performance ever since.

Mercedes-Benz Heritage GmbH | Headquarters and Registry Court: Stuttgart, HRB No. 23165
Geschäftsführer/Managing Directors: Marcus Breitschwerdt (Vorsitzender/Chairman), Bettina Haussmann, Alexandra Süß, Andreas Theel

* Further information on the official fuel consumption and the official, specific CO₂ emissions of new passenger cars can be found in the publication entitled “Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen” [“Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models”], available free of charge from all sales outlets and from Deutsche Automobil Treuhand GmbH at www.dat.de.

- **14 July 2024 – 70 years of the 300 SL (W 198):** In 1954, Mercedes-Benz presented the 300 SL “Gullwing”, derived from the racing sports car of the same name – the birth of an icon.
- **4 August 2024 – Super sports cars:** “Collecting Cars” will again be presenting fascinating sports cars around the Mercedes-Benz Museum with its “Coffee Run”.
- **18 August 2024 – Porsche special:** On this day, Mercedes-Benz Classic is particularly inviting vehicles from the other Stuttgart brand, which developed its first sports car in 1948.
- **25 August 2024 – Coupé & cabriolet special:** Sporty and elegant two-door touring cars and open-top vehicles ranging from classic to modern will be in the spotlight on this Sunday.
- **1 September 2024 – AMG special:** The second date in 2024 for drivers and fans of the exceptionally sporty AMG vehicles
- **22 September 2024 – Off-roaders, commercial vehicles and camper vans:** The particularly fascinating larger formats will take centre stage on this Sunday.

There will be no “Classics & Coffee” on 23 June and 21 July 2024 due to other events in the NeckarPark.

“Classics & Coffee” not only offers classic cars, but also delicious coffee. In addition to this pick-me-up, the culinary offerings in the museum’s outdoor area also include many other summertime drinks and food.

The start of “Classics & Coffee” also marks the season opening of the Mercedes-Benz Museum’s open-air programme, which includes, for example, the “Urban Culture at the Mercedes-Benz Museum” series in partnership with creative artists from the city and region, the open-air cinema with cinematic highlights under the stars, as well as the children’s and family day. This will take place on 30 June 2024 – with numerous free events for young and old.

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The Mercedes-Benz Museum is open daily from Tuesday to Sunday, 9 am to 6 pm.

The ticket counter always closes at 5 pm.

Registrations, reservations and the latest information: Monday to Saturday from 9 am until 6 pm by telephone on +49 (0) 711 17-30 000, by email to classic@mercedes-benz.com or online at

www.mercedes-benz.com/museum


Press photos and further press releases: media.mercedes-benz.com/content/classic

Further research and multimedia material: 2mercedes-benz-archive.com/museum

As an internationally active company, equal opportunities, diversity, openness and respect are some of the fundamental convictions of Mercedes-Benz. We show this in the way in which we think, act and communicate. All the terms selected of course always include all genders and identities.

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Video and photos

24C0028_001

All-brand classic car meet “Classics & Coffee” at the Mercedes-Benz Museum. Video from the year 2021, excerpt. (Video index number in the Mercedes-Benz Classic Archives: D800749)

24C0028_002

All-brand classic car meet “Classics & Coffee” at the Mercedes-Benz Museum. Photo from 2022 (photo signature of the Mercedes-Benz Classic Archives: D790677)

24C0028_003

All-brand classic car meet “Classics & Coffee” at the Mercedes-Benz Museum. Photo from 2022 (photo signature of the Mercedes-Benz Classic Archives: D790685)

24C0028_004

All-brand classic car meet “Classics & Coffee” at the Mercedes-Benz Museum. Photo from 2022 (photo signature of the Mercedes-Benz Classic Archives: D790683)