



## **New direction for the Automobilia-Ladenburg auction house**

The Automobilia-Ladenburg auction house, known worldwide to classic car enthusiasts and collectors, is now redefining its business. Auctioneer Marcel Seidel wants to retain the basic concept of the Automobilia Auction in its current form, but plans to make much more use of his specialist knowledge of the history of classic cars and racing sport from the 1950s to the 1970s, in order to be able to offer even more interesting auctions than before.

This is one reason the new concept will also be starting up with a new name and a new website. The new auction house will in future bear the name Automobilia-Ladenburg and is being launched in the year 2018 with two major public auctions and four online auctions. Seidel's goal is to fill the auctions with a mixture of automobilia, exceptional one-off items, racing sport history and rare classic car parts. As previously, he is planning to issue a comprehensive auction catalogue in advance of the big dates in May and November, as well as taking the company to the major classic car fairs such as Techno Classica in Essen, Retromobil in Paris and Veterama in Mannheim.

Marcel Seidel's in-depth knowledge of his field stems from the fact that he was practically born into the classic car tradition. His father Winfried Seidel is the owner of a museum, author of a number of books and the founder of Veterama, where 44-year-old Marcel also worked for some decades and acquired his well-founded specialist knowledge.

For further information, see [www.Automobilia-Ladenburg.de](http://www.Automobilia-Ladenburg.de), +49 (0)6203/95 77 77

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**Picture subtitle: With his new auction house, auctioneer Marcel Seidel will in future be focusing more on the history of classic cars and racing sport from the 1950s to the 1970s.**