



## PRESS RELEASE

### **Nationales Automuseum The Loh Collection: Spectacular collection brings the history of mobility to life**

- **Fascination on wheels: around 160 selected vehicles from 1885 to today**
- **University campus of the Nürtingen-Geislingen University of Economics and Environment under the scientific leadership of Prof. Dr. Jochen Buck**
- **New special exhibition: “Rallye Legends – A Time Journey on Asphalt, Gravel and Snow”**

**Ewersbach, 25 March 2026.** With around 160 spectacular vehicles dating from 1885 to the present, the Nationales Automuseum The Loh Collection in Dietzhöhlzal-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 last world champion Ferrari, U.S. 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 a Talbot-Lago T26 Grand Sport Coupé to a Lamborghini Countach LP 400 and a Mercedes CLK GTR Roadster as well as a wide range of race vehicles – from endurance racing to rallying, the DTM touring car series and NASCAR 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 Dietzhöhlzal-Ewersbach in Hesse shows how great the demand is and the continuing fascination for automobiles for both young and old. Since it opened, the National Motor Museum has welcomed over 230,000 visitors, including more than 100,000 in 2025 alone. 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. In December 2024, the “Auto Bild” and “Sport Bild” trade magazines honoured the car collection with the “Heritage Award” for classic race cars.

In May 2025, the Nationales Automuseum won the “President of the Jury Award” at the prestigious Concours d’Elegance held at Villa d’Este in Cernobbio, Italy. The award was presented for the Bentley Speed Six in which Commander Glen Kidston had competed in the 1930 Monte Carlo Rally.



The Nationales Automuseum's social media activities are also attracting an ever-growing audience: as of early 2026, the @nationalesautomuseum Instagram channel has gained more than 100,000 followers.

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

Unique in Germany: an outstanding collection and professional curation make the museum particularly appealing for research and teaching. Coinciding with the opening, the "Nationales Automuseum Campus" of the Faculty of Economics and Law at the Nürtingen-Geislingen University of Applied Sciences began operations.

Nürtingen-Geislingen University (HfWU) specialises in economics, the environment and the automotive and mobility industries. The scientific management of the campus is in the hands of Prof. Dr. 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. So far, around 150 participants have completed the unique worldwide "Certified Expert for Historic Cars" (CEHC) certificate course for appraisers of classic vehicles at the Nationales Automuseum.

In light of the great interest, Professor Buck has designed a master's program culminating in a "Master of Science" at HfWU on the topic of automotive history. Even before the programme launched in November 2025, the first wave of students was already fully booked. Confirmation from the state of Baden-Württemberg that all legal requirements for a new endowed professorship at the Nationales Automuseum have been met is also available. The call for applications is currently open; the appointment will be made in spring 2026.

Another focus is set by Wolfgang Henseler, a professor of Digital Media at Pforzheim University, with the certificate course "Certified Expert for Car Design" (CECD), which is also offered by HfWU at the Dietzhöhlztal-Ewersbach location. In this course, participants gain knowledge about design fundamentals, evaluation criteria for good design, the history of automotive design, trends and future scenarios.

### **Education with fun: The educational activities of the museum**

Prof. Henseler is also responsible for the educational campus and the school-related activities of the Nationales Automuseum in cooperation with the Hessian Ministry of Education and Cultural Affairs. Not least because it combines fun and creativity with educational value, the museum is accredited as a provider of extracurricular learning locations on the Hessian Education Server.

Overall, the wide range of educational offerings for schools and universities at the Nationales Automuseum is unparalleled in Germany and arguably even in Europe.



### **A wide range of events for automobile and motorsport enthusiasts**

Members of the public with an interest in automobiles can also receive further training at Dietzhöhlztal-Ewersbach. For instance, as part of the “Bugatti: Past – Present – Future” seminar, leading experts explored what constitutes Bugatti’s DNA and how this is being carried forward into the present and future. The educational programme is complemented by events focusing on motorsport history, such as the “AUTOMOBILSPORT Day of Legends,” organised in collaboration with Sportfahrer Verlag, at which Stefan Bellof and Walter Röhrl were honoured last year. Further events are planned; the Nationales Automuseum’s newsletter provides information on topics and dates.

### **Neuhütte Dietzhöhlztal History Workshop**

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 a memorable 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 race 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 a specially developed app, also available on tablets for rent 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.

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, groundbreaking 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: "Rallye Legends – A Time Journey on Asphalt, Gravel and Snow"**

In addition to the extensive permanent exhibition, the National Motor Museum regularly hosts seasonal special exhibitions focusing on specific themes. Following "100 Years of the 24 Hours of Le Mans – The Myth, the Heroes, the Cars," "Ferrari – Masterpieces for the Race Track and the Road" and "Grand Prix – Icons of the Premier Class," the fourth exhibition will open on 28 March 2026. This special exhibition, unique in its form worldwide, portrays around a century of rally history through a selection of vehicles.

"Rallying has produced a multitude of fascinating cars," says museum founder Professor Loh. "It's undoubtedly the most comprehensive discipline in the multifaceted world of motorsport." The range of vehicles on display extends from pre-war cars from the starting grid of the Monte Carlo Rally, through icons of the Group 4 era and a unique collection of the legendary Group B monsters, to the winning models of the WRC era. Milestones from the history of the desert marathon, the Dakar Rally, and record-breaking cars from the Pikes Peak Hill Climb are also part of the spectacular ensemble of the new special exhibition.

The list of world stars who once raced the two dozen or so exhibits across the rally tracks is equally diverse: Walter Röhrl is among them, as are Carlos Sainz, Rauno Aaltonen, Hannu Mikkola, Markku Alén, Michèle Mouton, Henri Toivonen, Ari Vatanen, Juha Kankkunen, Didier Auriol, Sébastien Loeb and Stéphane Peterhansel.

**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 a 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. These include auto quartets, posters and model cars produced exclusively for the museum, as well as a 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](http://www.nationalesautomuseum.de/en).

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

Anyone interested in more detailed information about the exhibits and the stories behind them can take the app-based museum tour via smartphone or tablet (devices are also available for rent 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 to be experienced in the museum cinema.

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 160 permanent exhibition vehicles
- Vehicles from more than 55 different brands and over 10 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 and buses as well as motorhomes (including electricity)



### **About the Nationales Automuseum The Loh Collection**

As one of the world's most exciting collections of automobiles, the Nationales Automuseum The Loh Collection in Dietzhöhlztal-Ewersbach, Hesse, displays around 160 spectacular vehicles from 1885 to the present. The exhibition, which has been open to the public since July 2023, covers 7,500 square metres across a network of 11 halls and museum rooms on a former industrial site. It displays numerous individual pieces, prototypes and highlights from automotive history drawn from the collection of the museum's founder, Professor Friedhelm Loh, as well as selected items on loan. The aim is to document the historical, technical and economic development of the automobile and to awaken a sense of fascination for it. The comprehensive portfolio and professional curation also make the Nationales Automuseum interesting for research and teaching. The "Hochschulcampus Nationales Automuseum" (Nationales Automuseum University Campus) is affiliated with the Faculty of Business and Law at Nürtingen-Geislingen University (HfWU) and also offers a wide range of educational opportunities for schools and universities. A museum shop, a cinema, catering facilities, and event spaces accommodating up to 500 people are also available.

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

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