**PRESS RELEASE**

# Automobilia Ladenburg
# Europe's Most Important Automobilia Auction
# November 13–14, 2026

**Over 2,000 exceptional collectors' items from automotive and motorsport history – rare Ferrari factory postcards, important racing driver collections and historic rarities at the Dr. Carl Benz Automobile Museum.**

**Ladenburg, October 2026.**

On November 13 and 14, 2026, Automobilia Ladenburg – Marcel Seidel Auctions once again invites collectors, enthusiasts and industry professionals from around the world to Europe's most important automobilia auction. Set in the historic surroundings of the Dr. Carl Benz Automobile Museum in Ladenburg, visitors can look forward to an exceptional auction weekend featuring more than 2,000 lots spanning over a century of automotive and motorsport history.

The international live auction begins on Friday, November 13, at 12 noon and continues on Saturday, November 14, from 10 a.m. In addition to attending in person, collectors worldwide can participate and bid live online.




## Rare Ferrari Factory Postcards and Important Historic Documents

Among the outstanding highlights are two exceptionally rare early Ferrari factory postcards depicting the legendary Ferrari 125 S – the first automobile to bear the Ferrari name. These remarkable period documents rank among the auction's most significant rarities and offer a fascinating glimpse into the origins of the legendary Italian marque.

This section is complemented by an important collection of further rare Ferrari factory postcards, historic correspondence, original documents and brochures, which are sure to attract considerable interest among Ferrari collectors worldwide.

## Racing Driver Collections of Edgar and Jürgen Barth









Another major highlight of the auction is the extensive collections associated with Edgar Barth and his son Jürgen Barth, two outstanding figures in German motorsport history.

Numerous personal mementos, historic photographs, documents and rare racing memorabilia chronicle the remarkable careers of father and son. The collection offers an impressive insight into several decades of international motorsport and the history of German motor racing.



## Historic Motorsport Trophies and Rare Original Posters

Among the exceptional individual items is the historic winner's trophy awarded to French racing driver Philippe Étancelin at the 1930 Grand Prix d'Algérie. The trophy is a remarkable testament to the great era of international Grand Prix racing before the Second World War.

Historic racing and event posters are also represented by numerous important rarities. Particularly noteworthy is the extremely rare Mercedes-Benz poster "Avussieg 1932", commemorating Manfred von Brauchitsch's legendary victory in the streamlined Mercedes-Benz SSKL racing car at the International AVUS Race in Berlin on May 22, 1932.



## Formula 1 and Exceptional Original Racing Components



More recent Formula 1 history is also represented by exceptional collectors' items. One of the highlights is an original Formula 1 steering wheel from David Coulthard's West McLaren Mercedes MP4/15 of the 2000 racing season.

The steering wheel comes from the winning car of the 2000 Monaco Grand Prix, where Coulthard celebrated one of his most significant Grand Prix victories. As an authentic component from a victorious Formula 1 car, this exceptional collectors' item combines the technical fascination of motorsport's premier category with one of the most prestigious races in motor racing history.

Further highlights include rare original parts, technical components and historic racing items from Porsche, Ferrari and Iso Rivolta, reflecting the technical development and fascinating history of international motorsport.

## Important Automotive Literature and Rare Original Brochures

Another focus is on historic automotive literature, rare factory brochures and early publications from renowned automobile manufacturers.




Among the items offered are numerous rare original Maserati brochures and the highly sought-after first issue of Porsche's customer magazine "Christophorus". The selection is complemented by historic racing programmes, specialist literature, factory documentation and exceptional publications from international automotive history.







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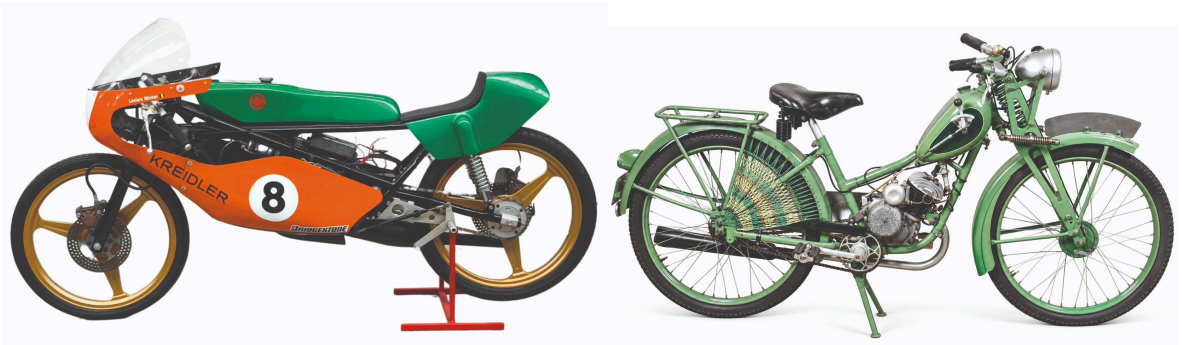
## Over 200 Lots from the History of Two-Wheeled Vehicles

With more than 200 lots, the two-wheeler section once again forms an important part of the auction.



The selection ranges from early bicycles and historic tricycles dating from the late 19th century to classic racing and touring bicycles, rare motorcycles and historic racing machines.

Particularly noteworthy are an extensive collection of Express bicycles and motorcycles, as well as Kreidler-Van Veen racing machines, representing a fascinating chapter in the history of two-wheeled vehicles and motorsport.




## Over 2,000 Lots – A Journey Through Automotive History

Beyond these highlights, the auction offers an exceptional variety of collectors' items covering almost every aspect of automotive and motorsport history.

Historic photographs, original posters, rare brochures, model cars, badges, trophies, accessories, technical rarities and historic spare parts provide a diverse selection for collectors with a wide range of interests.

The complete auction catalogue is already available online. At www.automobilia-ladenburg.de, interested collectors can view all lots with photographs and descriptions, register for the auction and place advance bids.

# Auction Schedule – November 13–14, 2026

**Venue**
Automuseum Dr. Carl Benz
Ilvesheimer Straße 26
68526 Ladenburg, Germany

**Friday, November 13, 2026**

Start: 12:00 noon (CET)
Lots 1–800

**Saturday, November 14, 2026**

Start: 10:00 a.m. (CET)
Lots 801–2007

**The auction will be held as an international live auction with the opportunity to participate and bid online in real time.**

**Preview**

Auction lots may be viewed during the week preceding the auction:

**Monday, November 9, to Thursday, November 12, 2026**

Daily from 8:30 a.m. to 4:30 p.m. (CET)

**Advance registration is kindly requested.**
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