

Newsletter Oldtimerlinks a Gogo März 2022 Nr. 1 Ruedi Müller

Titelstory im CLASSIC CAR WEEKLY, Wednesday 2 March 2022

<https://www.classiccarweekly.co.uk> (Link in neuem Fenster öffnen)

In meiner Funktion als Verantwortlicher Kommunikation in der FIVA Events Commission, nahm ich auch teil an dieser Videokonferenz mit etwa 50 Teilnehmern aus der ganzen Welt. Zu Wort kamen die Jungen. Ich schrieb in den Chat:

"....If you explain the young people all the work that has to be done in the background to keep our hobby going over the next few years, they look at you with big eyes, and some of them click. And they understand that clubs, the federations, and the FIVA are needed"

Im aktuellen Swiss Classics (Nr. 1/2022 Februar / März) befasse ich mich auch mit diesem wichtigen Thema «Junge in den Clubs». Der SMVC ist damit recht erfolgreich (Auszug)....



nicht und viele Ältere sind ebenso ahnungslos. Klärt man sie auf, was im Hintergrund alles für Arbeit geleistet werden muss, unser Hobby auch über die nächsten Jahre am Fahren zu halten, schauen sie einem mit grossen Augen an und bei einigen klickt es.

Ganzer Artikel:

https://www.smvc.ch/wp-content/uploads/2022/01/smvc-22_1.pdf

(in neuem Fenster öffnen)

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An Pfingsten, Samstag 4. Juni 2022, findet am O-iO Oldtimer in Obwalden auch wieder ein Seifenkisten-Rennen statt. So begeistern wir bereits SchülerInnen für individuelle Mobilität und unsere Szene. Wo gibt es das sonst noch?

Details dieses spannenden Projektes von O-iO, der Schule, der Gemeinde Sarnen und Firmen vor Ort: <https://www.o-io.ch/home/seifenkisten-rennen-am-o-io> (Link in neuem Fenster öffnen)

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WEEKLY

BUYING ■ SELLING ■ NEWS



1952, £19000 RHD, Ex Californian car - no rust, converted to RHD, fully restored to a high standard, engine overhauled, new hood and side screens, new leather seats, new chrome work throughout.

CLUBS WARNED: ACT NOW OR RISK VANISHING

Why an international group of experts is calling for more to be done to win over the next generation of classic car owners

Enthusiasts from around the world have said that car clubs need to adapt in order to bring in new members and help to preserve classics for the future – or risk facing a fight to survive as car fans look elsewhere for support.

Classic experts warned of the challenges involved in a series of online meetings launched by the Fédération Internationale des Véhicules Anciens, a global body that represents clubs.

General German Automobile Club classic car club co-ordinator,

Prisca Reininger, said 'One of the biggest problems is that established leaderships don't want to take on new ideas.

'If clubs want to survive, they must adapt to changes in society and take on new ideas.'

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SCENE

'CLUBS MUST ADAPT IF THEY WANT TO SURVIVE'

THE COVER STORY

FIVA members discuss the future of classic car clubs in international forum – and it's change or die away

Club leaders across the world said in an online seminar hosted by the Fédération Internationale des Véhicules Anciens (FIVA) on 25 February that clubs must modernise how they communicate, organise events and raise funds if they are to survive.

The talk was hosted as one of FIVA's new 'Chat Rooms' and asked the question: 'Classical motor club: out of fashion?'

More than 50 club leaders from across the world took part and while all were keen to voice their continued support for traditional car clubs, most agreed that change was needed to halt declining memberships.

Former FIVA President, Patrick Rollet, said: 'I'm a member of several traditional clubs, and membership is declining in all of them. Meanwhile, social media-based online clubs are thriving. They organise primarily through

Facebook, have thousands of members, meet physically with their cars and have events, yet most don't have subscription models – they pay per head at events.'

Club classic car club co-ordinator, Preisa Reininger, said: 'One of the biggest problems is that established leaderships don't want to take on new ideas or communicate in new ways. If clubs want to survive they must adapt to changes in society and take on new ideas.'

Some club leaders on the panel said that they had made such changes and were reaping the benefits. Len Bellik from Finland said: 'We were struggling with a lack of social events so we have made our events very simple, they take little organisation. We have an open meeting every Monday in summer for everybody, no matter what kind of car, and people can decide if they want to come on the day or not – there is no commitment. It's very popular and we have got new members and even young members from it.'

Other ways in which traditional clubs can give themselves a distinct role from online-only clubs and also better appeal to young enthusiasts were also discussed. Carl Hempelmann, a young car enthusiast from Austria, said: 'We would re-think the value proposition that clubs are offering. For instance many of the young people into older vehicles live in urban areas in which it is very hard to maintain these cars. If clubs could offer workshops that members could use cheaply, that would attract younger members, and break down one of the barriers to the hobby more generally.'

'Clubs are basically a communication tool and so is social media, but the latter is free. Therefore clubs need to provide value beyond events and providing info.' Charlie Calderwood editor@ria1g.classiccarweeky.co.uk

Low commitment, pay-per-head and open to anything car meets like Bicester's Sunday Scrumbles are suggested as one of the ways that clubs can stay relevant.

Artikel

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The talk was hosted as one of FIVA's new 'Chat Rooms' and asked the question: 'Classical motoring clubs: out of fashion?'

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Former FIVA President, Patrick Rollet, said: 'I'm a member of several traditional clubs, and membership is declining in all of them. Meanwhile, social media-based online clubs are thriving. They organise primarily through

Facebook, have thousands of members, meet physically with their cars and have events, yet most don't have subscription models – they pay per head at events.'

General German Automobile Club classic car club co-ordinator, Prisca Reininger, said: 'One of the biggest problems is that established leaderships don't want to take on new ideas or communicate in new ways. If clubs want to survive they must adapt to changes in society and take on new ideas.'

Some club leaders on the panel said that they had made such changes and were reaping the benefits. Leo Belik from Finland said: 'We were struggling with a lack of volunteers so we have made our events very simple; they take little organisation. We have an open meeting every Monday in summer for everybody, no matter what kind of car, and people can decide if they want to come on the day or not – there is no commitment. It's very popular and we have got new members and even young members from it.'

Other ways in which traditional clubs can give themselves a distinct role from online-only clubs and also better appeal to young enthusiasts were also discussed. Carl Heinzelmann, a young car enthusiast from Austria, said: 'We need re-think the value proposition that clubs are offering. For instance many of the young people into older vehicles live in urban areas in which it is very hard to maintain these cars. If clubs could offer workshops that members could use cheaply, that would attract younger members, and break down one of the barriers to the hobby more generally.'

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What do you think? Email us at editorial@classiccarweekly.co.uk

Detail 1

Low commitment, pay-per-head and open to anything car meets like Bicester's Sunday Scrambles are suggested as one of the ways that clubs can stay relevant.



Detail 2