

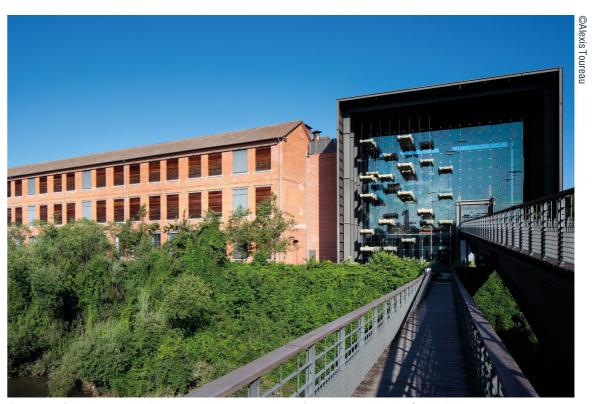


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PRESENTATION OF THE MUSEUM

The National Automobile Museum – Schlumpf Collection hosts the largest automobile collection in the world, bringing together over 600 outstanding vehicles and emblematic models built by major automotive manufacturers that revolutionised our lifestyles: Bugatti, Panhard, Maserati, Rolls–Royce, Citroën, etc.



Entrance of the Automobile Museum with its suspension of cars created by the Studio Milou

Established in 1982 in an old worsted spinning mill, the museum has a display area of over 20,000 m² showcasing the development of the automotive industry, thanks to the historic collections belonging to the Schlumpf brothers, which have been enhanced with new models over the years. From its inception, 426 items in the collection have been listed as Historic Monuments. In 2002, the museum achieved status as a Museum of France, making the collection inalienable once and for all.

In 2022, the National Automobile Museum - Schlumpf Collection made a 180-degree turn by changing its name, its management and undertaking new strategic policies.

Created in 1981 in parallel with the museum, the Association de Gestion du Musée National de l'Automobile, chaired by Bruno Fuchs and directed by Guillaume Gasser, took over the operation of the site on 1 January 2022, which had been run by Culturespaces since 1999. The association wished to return to the origins of the place by giving the museum its original name: the National Automobile Museum - Schlumpf Collection succeeds the Cité de l'automobile, named as such since 2006. This anniversary year also marked a turning point for the museum, which is preparing a major restructuring project, both in terms of its management and its tour and programme.

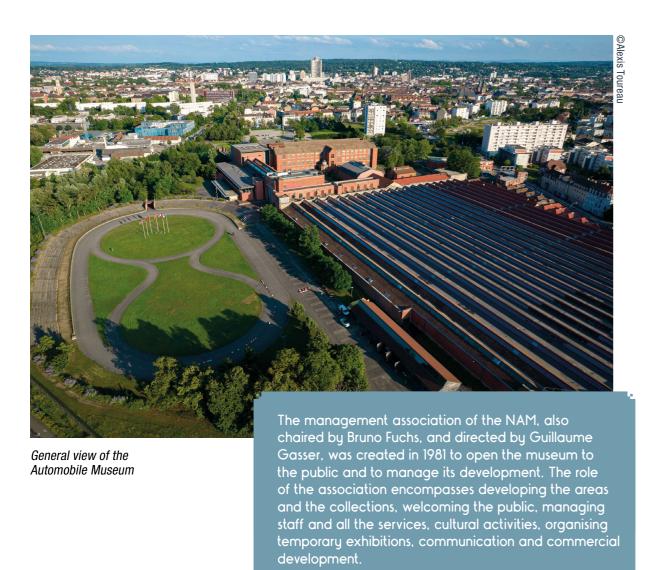
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The association that owns the NAM, created in 1981 and chaired by Bruno Fuchs, is the owner of the buildings and collections. It has a supervisory role in organisational matters, including restorations, loans of collections, changes in the tour and scenography.

For several years, the Association has been working on a major modernisation project in order to better showcase the museum's outstanding collection. The scientific manager Elia Saunier is in charge of preparing the future scientific and cultural project of the museum, for the period 2025-2027.

Consequently, a partnership agreement was signed with the Alsace Chamber of Trades to provide training leading to the Professional Qualification Certificate for Mechanics who Repair Vintage and Historic Vehicles. The museum is committing itself to hosting learners and apprentices at its restoration workshops and making several vehicles available free of charge, under the supervision of the workshop manager.

The reception of the public has also been rethought in order to bring more life to the museum. Several areas, inaugurated in 2022, are now accessible without going through the ticket office: a refurbished souvenirs & book shop, a completely redecorated cosy bar, the Gatsby Bar, and a new restaurant specialising in traditional French cuisine, L'Atalante. Finally, the temporary exhibition area has been redesigned and expanded from 1000 to 1300 m2 .



2. THE HISTORY OF THE MUSEUM

The Schlumpf Museum

Hans and Fritz Schlumpf were born in 1904 and 1906 in Italy to a Swiss father, Carl, and a mother from Mulhouse, Jeanne Becker. The family moved to Mulhouse in 1906. After Carl Schlumpf's death, Hans was sent to a private school in Switzerland and obtained a higher degree in business. He then worked in two banks in Mulhouse before joining forces with his brother in 1929. His brother, employed in textile companies in Mulhouse, set up his own business in 1928 as a wool broker. In 1935, the two brothers founded SAIL (Société Anonyme pour l'Industrie Lainière), bought their first shares in the Malmerspach spinning mill and took control of various companies.



Schlumpf Museum-HKC factory at the end of the 60s

In 1957, the two brothers bought the HKD (Heilmann, Koechlin, and Desaulles) textile factory in Mulhouse, a former worsted spinning mill created in 1880, which they renamed as HKC. That same year, they lost their mother, Jeanne, to whom they later dedicated the museum.

It was around this time that Fritz started collecting cars, after having participated in many rallies with his Bugatti 35B. From 1960 onwards, he moved up a gear, relying on a vast and complex network of contacts in France, Switzerland, Italy, Germany and the United States. Some of these were very fruitful since 13 of them provided him with half of his collection, more than 200 cars. Among them was Mr. Rafaelli, a Renault agent who owned several Bugattis and who agreed to become his purchasing advisor. This collaboration lasted several years. The wealthy industrialist continued to buy classic European cars and collected them in the HKC factory with the utmost discretion.

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Fritz and Arlette Schlumpf



Workers around the Dufaux

Fritz Schlumpf had the idea of creating a museum around the exceptional collection he had gathered over several years: 437 cars of 97 different makes. But the publication in May 1965 of an article in L'Alsace, revealing the extent of the hidden collection, accelerated the implementation of this project. In 1966, a part of the factory's warehouses was adapted. The project was big and spread out over several years to give rise to a single exhibition hall of 17,000 ^{m2}, subdivided into 23 "districts", comprising 10 to 20 cars and lined with three kilometres of wide tiled alleys, named "Avenue Carl Schlumpf", "Avenue Jeanne Schlumpf", "Rue Royale", etc.

At the same time, the number of car refurbishment operations increased. They required seven mechanic's assistants, two upholsterers, two sheet metal workers, one sheet metalworker's assistant and five painters. Fritz Schlumpf spent about 12 million francs in 10 years to buy and exhibit his collection.

In 1976, the brothers were about to open their museum to the public when the oil crisis hit. The textile crisis led to the collapse of the Schlumpf brothers' industrial empire and the outbreak of industrial disputes in the spinning mills. The brothers were accused of embezzlement and their assets were put into liquidation: this was the beginning of the "Schlumpf affair".

Overview of the museum



The Workers' Museum

In 1977, dismissed workers discovered the existence of the secret collection and the affair burst into the open. For two years, the unions occupied the warehouses and renamed the museum the "Workers' Museum", making admission free. A collection, intended to cover the necessary costs related to the opening of the museum and the continuation of the action, was organized at the exit. In 1978, under the impetus of Jean Panhard, the collection was classified by the Council of State as a Historic Monument, thus prohibiting any item from leaving French territory. In 1979, the Court of Appeal of Colmar confirmed the extension of the liquidation to the personal assets of the Schlumpf brothers (including the collection of cars restored from factory funds). A few hours after this order, the CFDT trade union returned the keys to the factory.



Workers' Museum sian 1977

The National Automobile Museum

In 1980, the Court of Cassation authorized the sale of the collection. The Association* that owned the National Automobile Museum (City of Mulhouse, Department of Haut-Rhin, Alsace Region, Mulhouse Chamber of Commerce and Industry, Automobile Club de France, Société Panhard, Comité du salon de l'Automobile) raised the necessary 44 million francs and bought it back in 1981. The Schlumpf brothers contested this value and won their case 20 years later for an additional 25 million francs.

Demonstration in the museum



*The National Automobile Museum is a museum with associative status and is therefore not part of the network of 66 national museums, in the strict sense, belonging to the State



First visitors, 1979

On 10 July 1982, the National Automobile Museum officially opened its doors and was immediately a huge success. Its collections explain and examine all the cultural aspects of the automobile, both as a technical object and as an influence on society.

In 1989, following rulings by the Paris Court of Appeal, the museum was forced to add "Schlumpf Collection" to its name and to all documents mentioning an element of the collection. From 2000 to 2021, the museum was operated by Culturespaces. Expansion and modernisation works were carried out, and in 2006 the museum was renamed: Cité de l'Automobile - National Museum - Schlumpf Collection. In 2011, the museum was expanded with the inauguration of the racetrack covering 4 hectares, that lets visitors see some of the cars of the collection while they are being driven. Several catering areas are also inaugurated. In 2019, the temporary exhibition area was expanded.

In 2022, the Association de Gestion du Musée National de l'Automobile took over the running of the museum and renamed it "National Automobile Museum - Schlumpf Collection". As part of its restructuring project, the museum redesigned its souvenirs & book shop, inaugurating a cosy, completely redecorated bar, the Gatsby Bar, and a new restaurant serving traditional French cuisine, L'Atalante. The temporary exhibition area was redesigned and expanded from 1000 to 1300 m².

The Automobile Adventure, 2022



THE COLLECTION AND THE TOUR

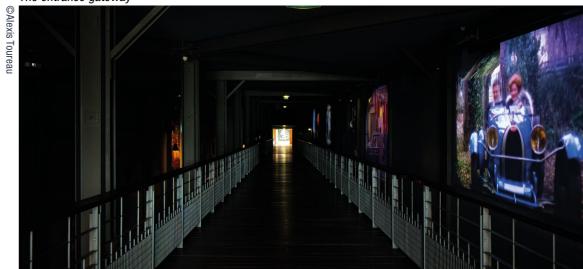
The tour of the museum starts from the outside. From the footbridge, visitors can admire the glass and steel entrance, decorated with an unusual suspension of cars designed by Studio Milou in 2006. The visit continues with a wall of images where extracts of films featuring the car are shown, interspersed with projections where the museum's cars move at the visitor's pace and accompany him/her to the next area.

A first collection opens the tour: that of the mascots, these figurines that decorate the radiator caps, such as the famous circled star of Mercedes Benz or the Spirit of Ecstasy of Rolls Royce, representing the two brands. Until 1958, other manufacturers gave motorists a free choice of one of thousands of human or animal-themed models, choosing the message they wanted to send to other road users.



The suspension, by the Studio Milou

The entrance gateway



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The Schlumpf collection

♦ The Adventure Area

Decorated with 800 lamp posts identical to those on the Alexandre III bridge in Paris, the large hall presents, on 17,000 ^{m2}, the automobiles arranged by period:

The "Ancestors": the Antoinette and other Panhards, Peugeot, De Dion and Benz, covering a period from 1878 to 1918. It was at this time that the architecture of Panhard vehicles defined the essence of what the modern automobile would be for decades, with, in order, from front to back: an engine, a clutch, a gearbox and a transmission to the rear wheels.



The "Classics" began a second phase (1918-1938) symbolized by the merger of two powerful manufacturers: Mercedes and Benz. With this merger, the era of "supercars" began, characterized by their formidable size and power. The introduction of front-wheel drive by Citroën in 1934 was the great technical innovation of the period, which is still used today by many manufacturers. Finally, the opening of the Sochaux factories marked a major step forward for Peugeot.



Unmissable

BUGATTI TYPE 28, 1921

Restored by the museum's workshop, this unique prototype bears witness to Ettore Bugatti's genius and contains many innovations that were later generalized: the engine was increased from 4 to 8 cylinders for more power, the rear suspension was inverted to combine comfort and lightness, the transaxle was moved to the rear to better distribute the weight, etc.



The "Moderns" of the post-1945 period are marked by the appearance of light and popular cars. Manufacturers abandoned plans for expensive or "middle-class" vehicles in favour of building fuel-efficient automobiles. This production was made possible in particular by the implementation of Taylorism. Dd Hire

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♦ The race area

The collection presents exceptional sports models such as a Panhard-Levassor Biplace racing car (1908), a Mercedes W125 (1937), a Maserati 250F (1957) and a Lotus type 33 (1963). With its revolutionary aerodynamics, the famous Bugatti Type 32 of 1923, designed by the creator, is the only survivor of the Tours circuit. It still has its original engine. Lined up neatly on either side of the centre aisle, they offer a brief glimpse of the most beautiful starting line in the world.









Exceptional cars on the starting line



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♦ The Masterpieces area

The highly prestigious cars (X26 from Panhard-Levassor, Delahaye coach type 135 from 1949, Rolls Royce Silver Ghost from 1924, etc.,) have a privileged place in this museum. The central area of this area showcases the famous Bugatti Royales, including the Bugatti Royale Type 41, a 1930 Napoleon coupe that belonged to Ettore Bugatti.









BUGATTI ROYALE 1930

Unmissable

With the Royale, Ettore Bugatti designed the most luxurious car in the world. Its 12-litre engine developing 300 hp, its weight of 3 tons, its price: everything is excessive. Only six examples were built. Ettore kept this one, designed by his son Jean, as a personal car.

Unmissable

DELAHAYE TYPE 135 M 1949

The 135s have had many racing successes, but this one had a different destiny: its sleeper seats and transparent roof were designed at the request of its owners, Mr. and Mrs. Marine, for their honeymoon in the United States. It did not return to France until 1985 when Mrs. Marine donated it to the Museum.





♦ The Bugatti Supercars area

The Bugatti Veyron is one of the jewels in the crown of the National Automobile Museum - Schlumpf Collection. Technical know-how from the aerospace industries was required to create a braking system that is simply incredible. Enough to stop from 100 km/h to a standstill in 31.4 m. And if you brake hard, the Bugatti Veyron can slow down from 400 km/h to a complete stop in just ten seconds. This exceptional car deserved a spectacular presentation. Today, it's done: for almost 5 minutes, an animation on the Bugatti Veyron makes it the focus of attention. It is placed on a rotating base so that every detail can be seen. Behind it, large screens show a dynamic and elegant film produced by Bugatti, presenting its exceptional technical capabilities.



♦ The Jammet collection

This collection of 101 children's cars represents a century of automotive history through the dreams of children. For the most recent models, it is mainly made up of French or European cars.

Several models date from the beginning of the 20th century: rare and sought-after Citroënettes or Eureka vehicles, the leading brand of children's toys from 1920 to 1940.

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The discovery area: "the underside of a car"

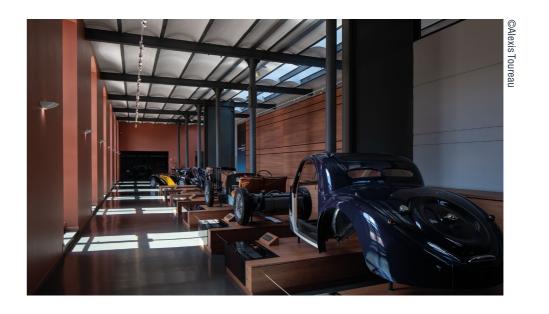
♦ Car restoration

The restoration of cars can go from just treatment to stabilise metals, leathers or textiles, to dismantling the smallest components for a complete overhaul, with in certain cases, the vehicle being put back on the road. The exhibition lets visitors discover an extreme operation: the creation of a Bugatti Royale chassis and the reconstitution of a vanished body.



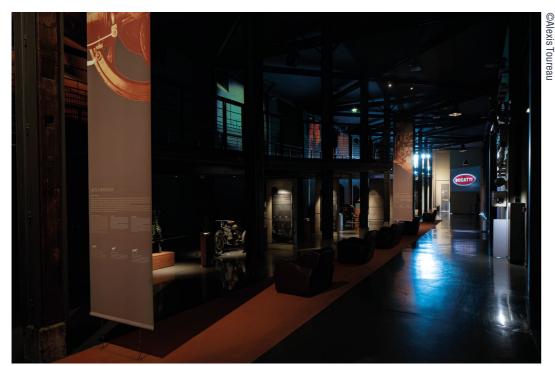
♦ The life of a car in the collection

It is illustrated by a Bugatti 57S, a car built in 1936, from the first major production of Ettore and Jean Bugatti. It is partially dismantled to reveal the main facets of its design, its construction, its use and its owners. An expression of its turbulent times, it tells its unique story.



♦ The engines hall

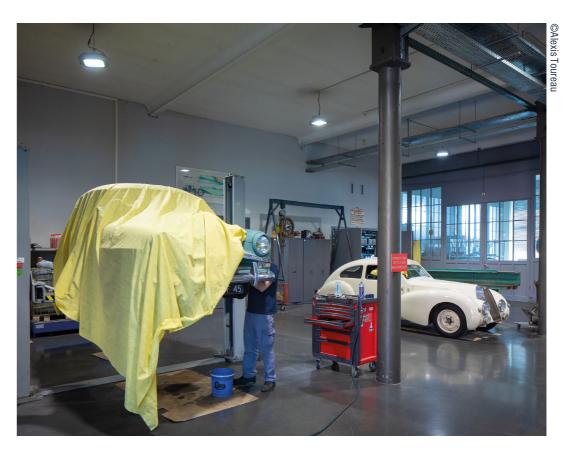
3In a muffled darkness, sculpted reproductions illustrate the evolution of the engines installed in the 1880s and then developed by all the engine manufacturers of the 20th century. Interactive animations allow the visitor to better understand these mechanisms: a 3D film, accompanied by sound effects, has been created to explain the functioning of each of these engines. On the big screen, the film in 3D and in 3 languages reveals the fabulous 8-cylinder engine of the Royale.





4. THE MUSEUM'S RESTORATION WORKSHOP

The museum is equipped with a restoration workshop under the direction of Brice Chalançon, engineer and heritage restorer, assisted by two mechanics, Bertrand Heck and Timothée Quinet. Over many years, the team has built up a range of scientific and technical skills in relation to the conservation and restoration of this collection. Today, the Mulhouse workshop is an international reference in automotive heritage. The team also draws on the skills of researchers, specialist restorers, specialists in certain makes of car, and expert vehicle body builders.



The diverse nature of automotive heritage works requires skills in highly advanced fields and compliance with the professional ethics involved in restoring cultural assets laid down for French museums. The workshop has also set up partnerships and collaborations with the University of Haute-Alsace, corporate sponsors such as Motul and, of course, the Institut National du Patrimoine (INP), the Haute École ARC at Neuchâtel in Switzerland and the Centre de Recherche et de Restauration des Musées de France (C2RMF). As part of a partnership with the Centre de Formation des Apprentis de l'Artisanat de Mulhouse, since October 2021, the museum's workshop has hosted twelve apprentices in training to become repair mechanics and sheet metal workers for old and historic vehicles.

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ACTIVITIES AND EVENTS

The racetrack

The museum's racetrack can accommodate 4,500 people in its terraces. It also offers an uncovered paddock where up to 30 cars can be parked, as well as a club house equipped with a garage to receive clubs and allow work on vehicles.

The National Automobile Museum - Schlumpf Collection is the first museum of its kind to have created a facility that deliberately breaks with the static image of a collection on display. Its three tracks can provide shows and events about cars for the pleasure of visitors and collectors. About sixty cars from the collection are kept running by the museum's restoration workshop in order to pass on knowledge of mechanics and driving.



My Classic Automobile

The museum is associated with My Classic Automobile, an agency specialising in the rental of vintage cars and prestige vehicles. Visitors have the opportunity to drive the car of their dreams from amongst a collection of legendary vintage cars and modern sports cars that have marked the history of the automobile.

In 2022, the museum and My Classic Automobile launched a unique driving offer in partnership with POG, the famous automotive influencer: "My Veyron". The most daring can experience the Bugatti Veyron Grand Sport Vitesse, one of the fastest and most prestigious hypercars in the world, which was previously only available to Bugatti customers. Behind the wheel of the POGATTI, a work of art with an original design by the artist Nathan Haetty, the apprentice racing drivers will experience all the extraordinary sensations promised by this legendary prestige car.



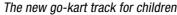
Within the collections

In the museum, a small electric train ride is available to the public for a first glimpse of the collection. The free SAM! mobile app is also available to accompany the visit with a variety of routes and themes.

Several arrangements are offered to make the visit fun and participative:

- New for the summer of 2023: an interactive game for several players to experience the F1 and F3 paddock by changing the 4 wheels of a racing car in record time
- New in 2022: a go-kart track for children; and an augmented reality device to bring back to life the Hotchkiss AM 80, an emblematic century-old vehicle that reveals its bodywork via the SAM 3D application
- And always: an operation to try to start a cranked engine and the experience of the car roll-over simulator to learn about road safety







The augmented reality device

OFFERS TO COMPANIES, ORGANISATIONS AND INDIVIDUALS

The museum offers road safety days presented by experienced trainers with a state diploma, as well as training courses on loss of grip, eco-driving, road risks, hybrid and electric driving.

The museum has many areas and offers for private and professional events, cocktails, seated meals, seminars, etc. Within the collections, on the racetrack or in the fully equipped Monaco Lounge, there are reception possibilities up to 200, 300, 400, 1,500 or 4,500 people depending on the area.

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6. A MUSEUM AS A LIVELY AND INTERESTING **PLACE**

Several areas, accessible without a ticket, make the museum a real meeting place for the inhabitants of the region.

The Gatsby bar

This cosy bar, entirely redecorated on the theme of the 30s, is open all day and evening and is the ideal place for an aperitif around gourmet boards, hot toasts, original cocktails and cold drinks.





Chez Fritz - cafeteria/counter service

A huge range of starters, dishes and desserts concocted by the chef to delight all taste buds, including children's. An opportunity to enjoy fine food and, in summer, to relax on the terrace with its magnificent view overlooking the racetrack and the Vosges mountains.

L'Atalante

The restaurant offers traditional French cuisine made from fresh, local products, accompanied by a fine wine list. Ideally located on the second floor of the museum, with its large windows overlooking the racetrack and a pleasant terrace, L'Atalante is the ideal place for business lunches or meals with friends.









Souvenirs & book shop

To conclude the visit, a new souvenirs & book shop entirely refurbished in 2022 offers books and objects dedicated to the history of the automobile: books, stationery, miniatures, construction games, textiles, products from the Alsace region, etc.

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7. DISCOVER MULHOUSE AND ITS REGION

Mulhouse, the history of a metamorphosis

Mentioned for the first time in 803 A.D. under the name Mulinhuson (meaning "mill houses"), legend has it that Mulhouse was founded with a mill at its centre. Belonging to the German Holy Roman Empire from the time it was founded, it gained the status of an imperial town in 1308. From 1466 to 1515, it signed treaties of alliance with the thirteen Swiss Cantons and adopted Protestantism in 1523. In 1648, at the end of the Thirty Years War, the whole of Alsace became French... Except for Mulhouse, which obtained the status of an independent republic.

Mulhouse, which was a Protestant enclave within the Kingdom of France, was not subject to the ban on the production of calico which applied throughout French territory from 1686. By the time the Kingdom of France legalised calico in 1759, Mulhouse's industry had made major inroads relating to fabric printing techniques, which enabled the town to experience its own industrial revolution. A truly industrial era began: in a few years, this little city, dominated by artisans, was profoundly transformed. In 1798, the prosperous Republic of Mulhouse opted to join France, ensuring outlets for its textiles production. By 1846, Mulhouse had 45 spinning mills. It was also during this era that the ancestor of SACM was founded (which is itself the ancestor of Alstom), and one of the first railway lines in France was placed in operation, connecting Mulhouse and Thann (1839).

Between 1870 and 1945, Mulhouse, like the rest of Alsace, changed nationality 4 times. Large parts of the city were destroyed near the end of World War II. In the 1970s. Mulhouse was hit hard by the two oil crises and its flagship industry, textiles, went into decline. However, the Mulhouse region retained its dynamism and began its redevelopment with the opening of the Peugeot factory, Clemessy's international development, and the founding of the University of Haute-Alsace. Mulhouse, which was an industrial workers' city, has metamorphosed into an attractive city with high creative potential. The numerous new developments experienced by the city bear witness to its ability to adapt itself. Today, it attracts over 2.5 million visitors every year.

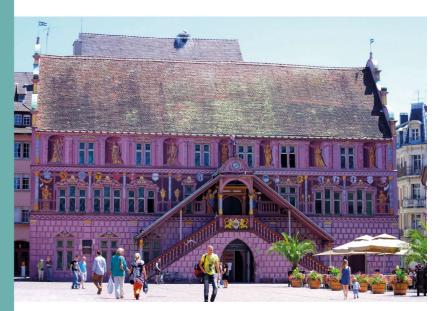
Mulhouse has no shortage of examples in the area of new developments based on its industrial heritage: the university, the artists' residence, the contemporary art centre, lofts, third places, etc. In 2006, the start-up of the tramway provided an opportunity to affirm its interest in contemporary art by assigning an internationally famous artist to each of its two tram lines: Tobias Rehberger installed several works of art along Line 1 and Daniel Buren set up arches along Line 2.

Lastly, like other major cities, Mulhouse has its own M.U.R. (street art association), which provides a new street artist with the opportunity to express themselves every month. Street art is moreover a strong theme in Mulhouse, where an ever-increasing number of regional, national and international artists have made their mark.



The old Town Hall

Built in 1552, this Rhine-style Renaissance building symbolises the little republic's attachment to its freedoms. The frescoes, painted in 1698 by the Mulhouse painter Jean Gabriel following a fire, portray the virtues required to govern the town and to ensure justice, as well as showing the with which Mulhouse had alliances From the right gable hangs the "Klapperstein" (the original is held at the Historical Museum); the gossips' stone, which the town's slanderers were sentenced to wear around their neck.



> Mulhouse's iconic auarters

- ♦ The Historic Centre with Reunion Square , given its name in 1798 when Mulhouse was reunited with France, flanked by the old Town Hall, Saint-Étienne Church and a series of narrow, brightly-coloured houses that are some of the oldest ones in the city.
- ◆ The New Quarter, built from 1826 to 1841, is a symbol of Mulhouse's flourishing industry
- Le Rebberg, on the hills above Mulhouse, is the base of the local industrial bourgeoisie
- ◆ La Cité ouvrière 1200 homes intended for workers, built in the late 19th century and Cité Manifeste – housing built in 2004 on cleared industrial land by five architectural firms, including Jean Nouvel.

> A few ideas for walks

- Have a cultural experience at the 12 museums forming the Mulhouse South Alsace Museums **Network:** history, fine arts, science & technology, contemporary art, etc. There is something on offer for every taste!
- Discover Mulhouse, officially designated as a City of Art and History, on individual guided tours or go on your own digital tour using the Cirkwi application.
- Find the hidden gems of street art located throughout the city.
- ♦ Take a bike ride and discover Mulhouse's rich industrial heritage
- Try tasting sauerkraut or fleischschnaka, typical South Alsace culinary fare, in a Winstub (a traditional wine bar).
- ♦ Immerse yourself in traditional Alsace at the Alsace Ecomuseum.
- Bring along your bicycle so you can try out the legendary cycling routes of the Sundgau district.
- Hop on the tram-train so you can go and discover a great vintage Rangen wine in the Thann Valley.
- ♦ Travel along the Alsace Wine Trail to Equisheim, Kaysersberg and Riquewihr.
- ♦ Visit the chapel of Notre-Dame du Haut at Ronchamp, built by Le Corbusier.
- Relax in the thermal baths in the Black Forest, at Bad Bellingen and Badenweiler.

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PARTNERS



















PRACTICAL INFORMATION

National Automobile Museum – Schlumpf Collection.

17 rue de la Mertzau 68100 Mulhouse (visitors' entrance) 192 avenue de Colmar, BP 1096, 68051 Mulhouse cedex (postal and administrative address) 03 89 33 23 21 - info@museedelauto.org

Access

- > By car: A35 and A36 motorways; take the "Mulhouse-Centre" turn-off Visitors' car park: 17 Rue de la Mertzau 68100 Mulhouse
- > By tram: Line 1; get off at the "Musée de l'Auto" stop
- > By train: Mulhouse-Ville railway station (by TGV it takes 2 hours and 40 minutes from the Gare de Lyon in Paris), and then take tram Line 1
- > By plane: A 20 minute trip from Basel-Mulhouse Airport

Opening hours

Open every day of the year except 25 December

From 6 February to 6 April 2023: 10 am - 5 pm From 7 April to 5 November 2023: 10 am - 6 pm

From 6 November to 31 December 2023 (closed on the 25th): 10 am - 5 pm

Ticket prices

- > Full price ticket: €18
- > Reduced price ticket (students, jobseekers, French Ministry of Education pass holders, disability card holders): €14
- > Young person's ticket (4 to 17 years): €10
- > Family ticket (2 adults and 2 children aged 4 to 17 years): €48
- > Museums-Pass-Musées (Full price / reduced): €113 / €119

Reservations: www.musee-automobile.fr

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