

# De EXPOSITION **MONACO** **CO** à Mulhouse

THE CAR  
COLLECTION OF  
**PRINCE ALBERT II**

MUSÉE NATIONAL  
DE L'AUTOMOBILE  

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COLLECTION SCHLUMPF



PRESS PACK

From 13 April to  
3 November  
2024



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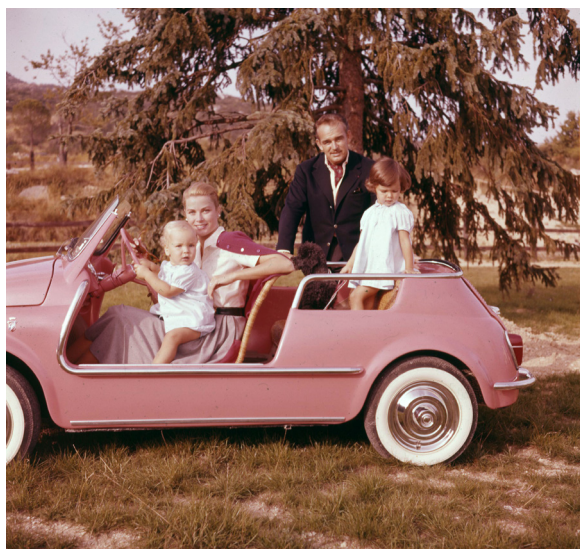
## “ FROM MONACO TO MULHOUSE: THE COLLECTION OF PRINCE ALBERT II ”

Exhibition from 13 April to 3 November 2024

Curators: Richard Keller and Rodolphe Rapetti

From 13 April to 3 November 2024, the National Automobile Museum – Schlumpf Collection offers an intimate look at the royal family's life with a unique exhibition featuring a selection of cars from the collection of HSH the Prince of Monaco.

It's the story of a passion handed down from generation to generation. A lover and enthusiast of fine automobiles, Prince Rainier III spent more than forty years building up a considerable private collection of classic cars, to which his son Prince Albert II also contributed. Some of these models will be on display for the first time ever at the **National Automobile Museum – Schlumpf Collection** in Mulhouse. The collection of HSH the Prince of Monaco is built around his personal favourites and his memories of the dynasty and family life.



The Prince's family in a pink Fiat Ghia, 1959  
© Georges Lukomski – Archives of the Palace of Monaco – IAM

The exhibition covers more than a century of the royal family's history in the light of his passion for automobiles, with some twenty cars on display, including one of the first cars **used by HSH Prince Albert II, a Lotus Seven IV from 1971.**

Visitors will be able to see **the first Humber motorcycle owned by Albert I**, with which he toured France between 1903 and 1905, as well as **a rally car**, a nod to the Monte Carlo races, and a Formula 1 car of the kind used in the Grand Prix.

The exhibition then focuses on Monaco, which is still renowned as the Mecca of motor racing to this day.

The exhibition also includes large-format photographs and videos.

### Partners of the exhibition



Palais Princier  
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The collection of HSH Prince Albert II is a very personal selection. Fun, popular, sporty and exceptional cars from all eras appear side by side, with no sense of hierarchy. The major European and American manufacturers are represented by cars that may be reminders of princely duties, family heirlooms or just personal favourites.

*"The Princes of Monaco have always been passionate about the automotive world [...] Together [with his father, Prince Rainier, editor's note], we have developed a private collection of classic cars. This collection is particularly close to my heart, and I would like to expand it by acquiring new models,"* explained HSH Prince Albert II about the Collection in 2017.

The exhibition at the National Automobile Museum – Schlumpf Collection in Mulhouse has the honour of presenting around twenty of them, taken from the collection for the first time as part of an exhibition, and chosen to capture the unique character of this collection.



Hereditary Prince Albert in the garage of the Prince's Palace of Monaco  
© Attributed to Princess Grace – Archives of the Palace of Monaco – IAM

## A word from the curator

**Richard Keller – Honorary Chief Curator of Heritage**

In 1965, two illustrious friends of the Prince of Monaco accepted the Schlumpf brothers' invitation. Louis Chiron, motor racing champion, and Gabriel Ollivier, Monaco's Commissioner General for Tourism, signed the guest book for the "Schlumpf Museum", laying the foundation for the future museum. Admission was reserved for exclusive guests such as Prince Napoleon, the Prince of Sweden, Prince Metternich, the Marquis de Villapaderna.... The "Schlumpf Museum" was still just a warehouse 30 km from Mulhouse, but what a warehouse it was! More than 500 cars were brought together there, methodically hand-picked thanks to an international network of contacts who contributed to their acquisition programme.

At the same time, Prince Rainier III had collected a dozen cars made before he was born. He would not exhibit his collection to the public until 1993, whereas the Schlumpf brothers were already hard at work preparing a sumptuous showcase at one of their factories in Mulhouse. By the early 1970s, everything was almost ready. A desire to for social revenge in the industrial circles of Mulhouse even led them to grace their museum with a coat of arms including their family crest. Their industrial setbacks caused by the textile crisis nevertheless condemned them to flee to Switzerland in 1977, without having been able to open their museum to the general public.

These are two very personal ways of bringing a collection to life, but they have a lot in common. Their passion for "classics" meant they were proud to be seen driving them. At the time, however, these collectors of a new kind were regarded with some reserve. From the 1980s onwards, the situation changed, with investors taking part in the auctions. Since then, the "classic" car has become a "collector's" item, considered inaccessible by many enthusiasts and respectable by a growing number of observers.

**14 March 1958:** Birth of Albert Alexandre Louis Pierre Grimaldi, in Monaco, son of Prince Rainier III (1923–2005) and Grace Kelly (1929–1982)

**1985:** Albert II takes part in the 7<sup>th</sup> Paris–Dakar Rally

**1988–2002:** Albert II competes in the Winter Olympics for 5 consecutive years as pilot of the Monegasque bobsleigh.

**6 April 2005:** Albert II becomes the fourteenth sovereign prince, known as HSH the Prince of Monaco.

**1 July 2011:** HSH the Prince of Monaco marries Charlene Wittstock

# History of Monaco

## > IN 1904, the Palace began to use ceremonial cars

BARELY ten years after the car was invented, several European countries were gradually replacing their horse-drawn carriages with prestigious automobiles. The Prince of Monaco went from having just one car 1904 to at least five by 1911. ALONGSIDE a **Mercedes**, two French makes of car won over the Prince before 1922: **La Buire**, a manufacturer based in Lyon from 1906 to 1930, and the Parisian **Saouttier-Harle**, active in automobile construction from 1907 to 1912. You needed a sporting spirit or a chauffeur and plenty of money if you wanted to own and master these luxury items, whose technical development was extremely rapid.

### Sovereign Charles III, inventor of Monaco (1856 – 1889)

1866: Creation of Monte Carlo, in honour of the sovereign; the Société des Bains de Mer de Monaco is behind the "Monegasque miracle" based on the casino and spa, which attract a wealthy clientele

### Sovereign Albert I, learned prince (1889 – 1922)

1910: Creation of the Institute Of Human Paleontology in Paris

1910: Inauguration of the Oceanographic Museum in Monaco

1911: First car rally

1911: Establishment of a constitutional monarchy

### Sovereign Louis II, soldier prince (1922 – 1949)

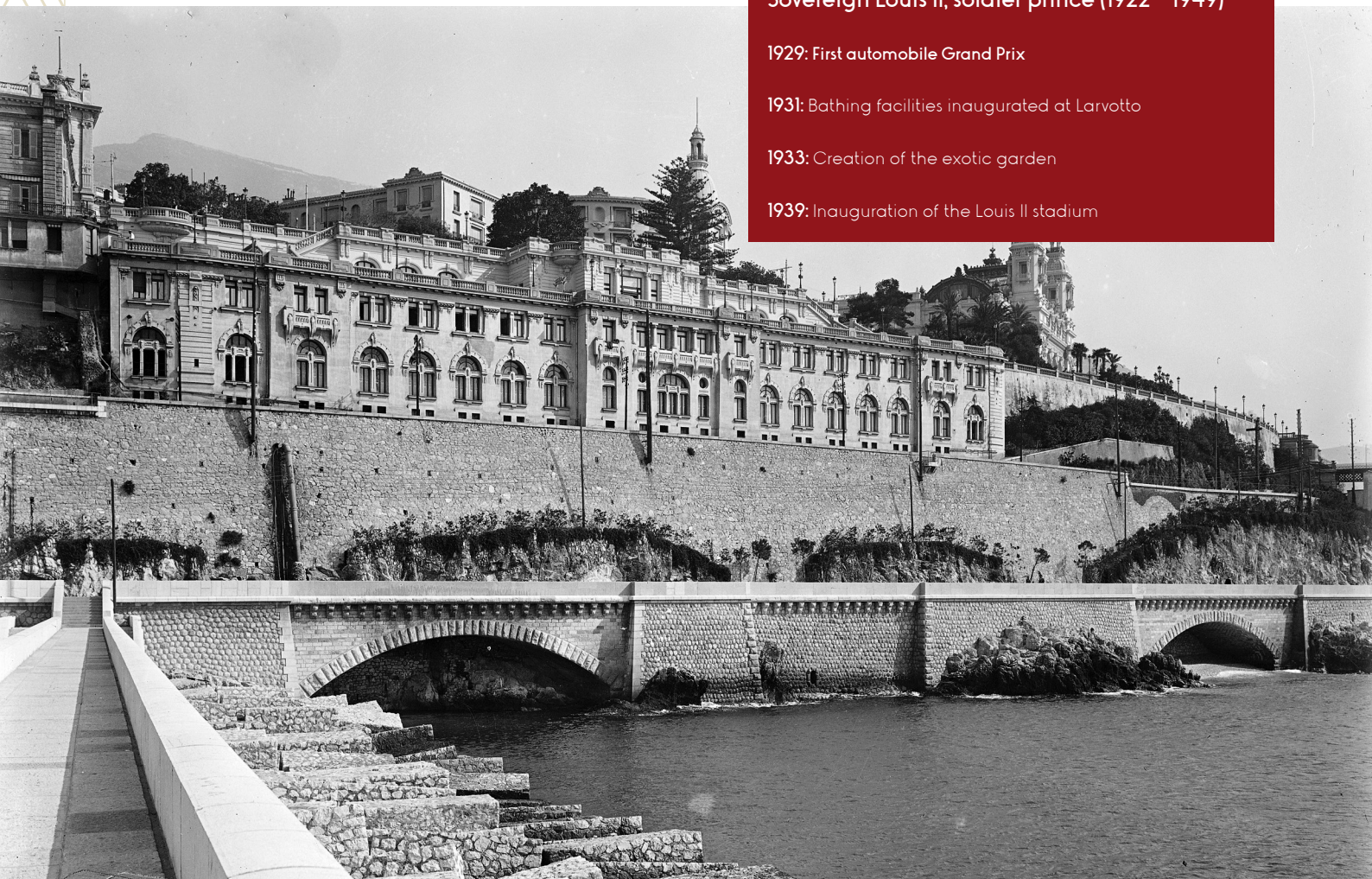
1929: First automobile Grand Prix

1931: Bathing facilities inaugurated at Larvotto

1933: Creation of the exotic garden

1939: Inauguration of the Louis II stadium

© Archives of the Palace of Monaco - IAM







Monaco Grand Prix, 1950  
© Société des Bains de Mer

Prince Rainier III added technological and commercial activities alongside the leisure activities for tourists. Wanting to share his passion for motor vehicles, he opened his collection of classic cars to the public on the Terrasses de Fontvieille in 1993. In 2022, his son Albert II gave this exhibition a new home at Port Hercule. He had a keen interest in classic cars and witnessed the creation of the Historic versions of the Grand Prix in 1997 and the Rally in 1998. The electric versions of the Grand Prix, held every odd-numbered year since 2015, and of the Monte Carlo Rally, taking place since 2016, complete this exceptional line-up of motor racing events organised by Monaco.

## > Monaco, a Mecca for cars

The Monegasque identity was born under Charles III, through a tourism-oriented model based on the casino created by the Société des Bains de Mer in 1866. Faced with competition from Nice, subsequent Princes strengthened and built on this model. Under Albert I, they tried out many innovative motor sports before 1914. Among them, the Monte Carlo Rally has been running since 1911. Prince Louis II encouraged the country's seaside resort activities in the interwar period. The Monaco Grand Prix, a motor racing event created under his reign, has been taking place on the principality's streets since 1929.



Monaco Grand Prix, 1957  
© Société des Bains de Mer

## Innovative motorsports (1902 – 1929)

1902: Construction of an airfield for the Santos-Dumont airship in Monaco

1904: 1<sup>st</sup> motorboat contest

1905: 1<sup>st</sup> helicopter test

1909: 1<sup>st</sup> airshow

1910: 1<sup>st</sup> flight over the Mediterranean and crossing of the Tête de Chien mountain – 600 m

1911: 1<sup>st</sup> car rally

1912: 1<sup>st</sup> seaplane competition

1914: 1<sup>st</sup> air rally on seven routes, Roland Garros is the winner

1921: 1<sup>st</sup> Monte Carlo Automobile Week: elegant sporting events combining motorcycles and automobiles on Avenue de Monte-Carlo

1929: 1<sup>st</sup> automobile Grand Prix

elegant sports event, 1921  
© Société des Bains de Mer





# The legacy of a passion for cars

## > Memory of the Grimaldi dynasty

The collection includes ceremonial cars. **The oldest is an 1865 horse-drawn Berline bearing the coat of arms of Charles III.** The choice of the cars' years, models and makes is no accident. The cars are from years when the fleet was put together or updated, like the four cars from 1911: two **Renaults (CB and AX)**; a **Humber Double Phaeton 12/20HP**, and a **Levêque Super Cyclecar**. That same year, the principality became a constitutional monarchy and the first car rally converged on the principality.

1911 Humber Beeston, classic car collection of HSH The Prince of Monaco.  
2014 © Gaëtan Luci – Palace of Monaco – IAM

### The Humber Double Phaeton, 1911

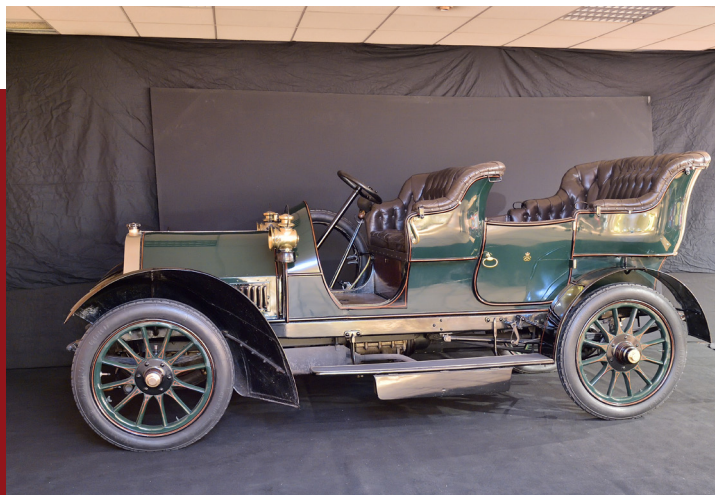
Engine: 4 cylinders, 3.5 litre engine

Power: 17 CV

Maximum speed: 70 km/h

Distinctive feature: its single-spoke steering wheel, long before the 1921 Bugatti Type 28 prototype and the famous 1955 Citroën DS.

In the 1890s, Prince Albert I was a loyal customer of this British brand, which was founded in 1868 to manufacture bicycles. At the turn of the century, the company began making motorcycles and cars. This probably explains why Prince Rainier III bought this car, and why his son, HSH Prince Albert II, had the motorcycle rebuilt.



## > Memories of family life

The first prince born in Monaco to live there full-time, Rainier III sought a more intimate setting than the splendours of the Palace. He enjoyed exploration cruises and family excursions at sea. An extension to the Palais provided a more appropriate setting for family life. Youngsters drove elegant children's cars around the main courtyard of the royal palace and the gardens of the family's second home.

The collection includes memorabilia from their family life: toy cars, the 1952 Austin taxi cab bought for Grace Kelly and the 1971 Lotus, Albert II's first car. Rainier III bought a model similar to the 1959 Fiat 600 Jolly used by the family. In the same spirit, Albert II bought a **Sunbeam Alpine MK1** in 2012, identical to the car in Alfred Hitchcock's film "To Catch a Thief" (1955), starring Grace Kelly and Cary Grant.



### The Lotus Seven IV, 1971

Engine: Ford, 4 cylinders in line, 1600cc

Power: 84 HP at 5,500 rpm

Maximum speed: 170 km/h

This Lotus was one of the first cars driven by HSH Prince Albert II. The rather rounded lines of the Series III, in the style of a road kart, give way here to a very angular beach buggy-style design. It offers greater comfort, with very comfortable seats in particular. It was only produced for two years, until 1971, and was replaced by the Caterham 7, which is still made today.

1971 Lotus Seven, classic car collection of HSH The Prince of Monaco, 2022  
© Éric Mathon – Archives of the Palace of Monaco – IAM



1959 Fiat 600 Ghia Jolly, classic car collection of HSH The Prince of Monaco, 2016  
© Éric Mathon - Archives of the Palace of Monaco - IAM

### The Fiat 600 Jolly beach car, 1959

Engine: 4 cylinders in line, 633 cm<sup>3</sup>,

Power: 22 CV

Maximum speed: 100 km/h

The Fiat Jolly was a real hit with the jet-set who frequented the Côte d'Azur, the Italian Riviera and the West Coast of the United States. American President Lyndon Johnson, actors such as Mae West, Yul Brynner and John Wayne, and the royal family of Monaco all used this charming car. Prince Rainier III later bought one for his collection.

## > The Princes of Monaco and their passion for cars

"My obsession is cars. I have a small collection of vintage cars – even one from 1898 – about ten of them, all working perfectly. The problem is space. So I made a rule that I wouldn't have anything that was built after 1923," said Prince Rainier III in 1966. He discussed the definition of a collector in relation to his stamp collection in 1961: *"I believe that, firstly, there is the satisfaction of the collector, whoever he may be, which is quite difficult to explain, [...] finally, there is obviously the rule of interest, which means that people are constantly seeking to increase the value of their collection, and therefore looking for that rare stamp. And it's a source of emotion, joy and satisfaction when you find the stamp in question."* For cars, there's no hunt for that rare item, it's simply a case of selecting them as the opportunities arise.

## > The "impulse buys"

"I love driving long distances, [...] but unfortunately I don't often have the time to get away, to be able to get in the car and drive," declared Prince Rainier III in 1966. He bought several sports cars in the 1990s, having driven cars as diverse as a **Lancia Aurelia**, a **Fiat 500** and an **International Harvester Scout** off-road vehicle between 1950 and 1960. These vehicles are not part of the collection.



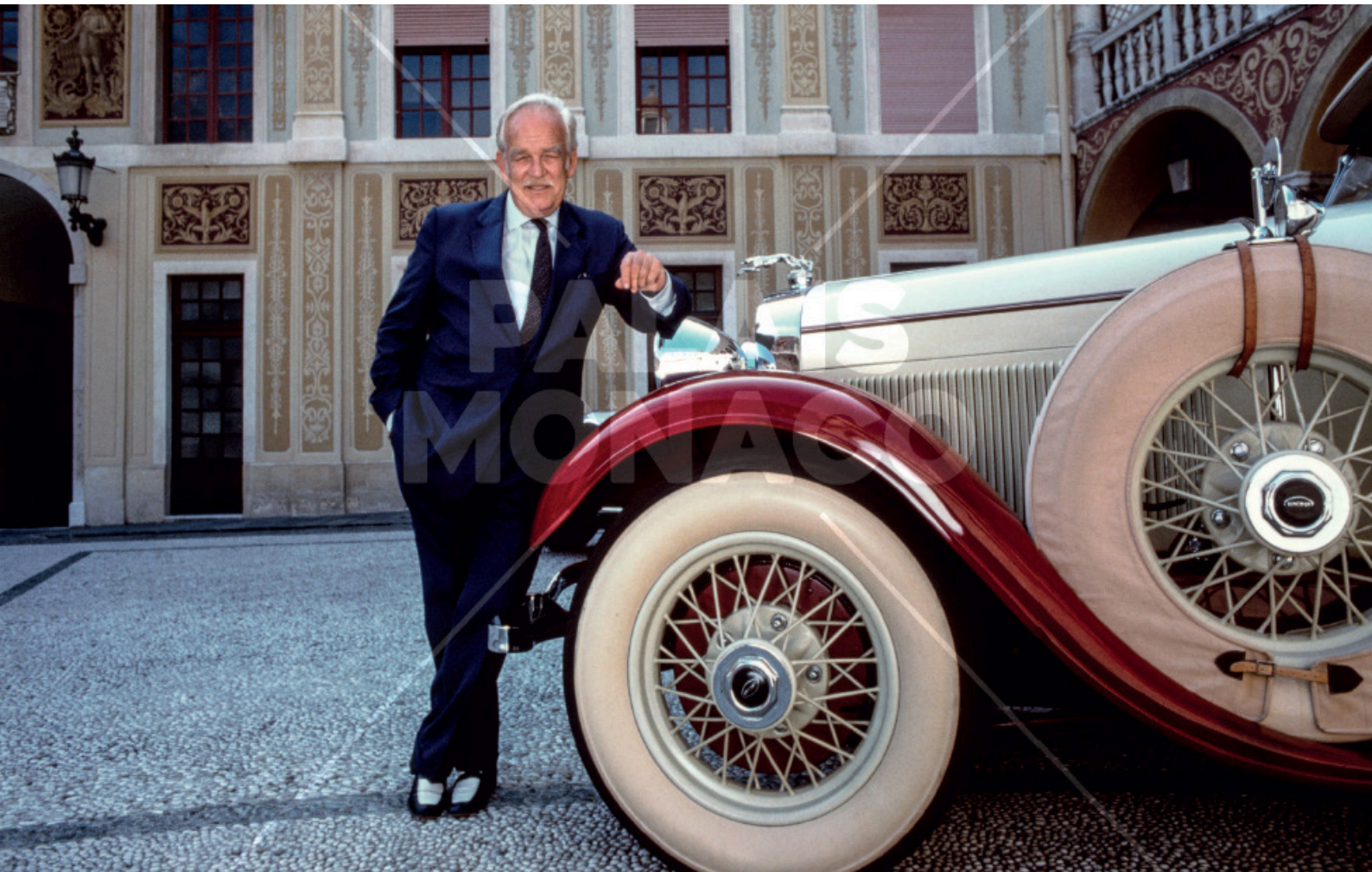
## › Collector's pride

Prince Rainier III was filmed in 1959 for the TV programme *Cinq colonnes à la une*, driving his **Lancia Appia Convertible Vignale** between Avenue de la Porte-Neuve and the Palace's main entrance.

On 30 May 1965, he completed the inaugural lap of the Grand Prix circuit at the wheel of one of the oldest cars in his collection: his 1911 **Renault CB**.

In November 1968, the Prince drove his 1903 **De Dion Bouton** in the London to Brighton Veteran Car Run, covering a distance of 87 km at a speed limited to 32 km per hour. The royal family was on board this car, just as they were twenty years later for the 1987 greetings card. **He lets himself be photographed quite frequently in his garage, among his vintage cars, which is quite unusual for a prince.** This pride is not necessarily linked to the car's authenticity. A similar model, or even a simple reproduction, is sometimes good enough for him. Such is the case of the **Bugatti 35 B**, winner of the 1<sup>st</sup> Monaco Grand Prix on 14 April 1929, in the hands of William Grover, aka "Williams". It is immortalised by a life-size bronze sculpture, erected near Port Hercule in 2001. True, the collection never embarks on a history of rallies and Grand Prix racing, but that doesn't prevent it from paying tribute to this famous victory.

Prince Rainier III and his Lincoln Type L Torpedo, 1987, Monaco  
© Hélène Bamberger / Le Figaro Magazine



## › Exhibition of the collection on the Terrasses de Fontvieille

*"This is not a car museum, but a personal collection of classic cars of all ages and from all countries. Whether they were popular or prestigious, they made their mark on their era, and I liked them," explained Prince Rainier III.*

The car collection of HSH the Prince of Monaco was inaugurated in 1993, the centenary of Hippolyte Panhard's excursion to Monaco in a motor car on the occasion of the Paris–Nice race, a pioneering achievement at a time when the automobile was still in its infancy.

This collection, a blend of luxury, elegance, sport and memories, was unveiled to the public for the first time. The oldest vehicle is an official horse–drawn carriage that belonged to Prince Charles III, from 1865. Cars that have special importance to the collector prince include his 1903 **De Dion Bouton** and the **Chrysler Impériale** that was specially acquired to welcome Grace Kelly in 1956. For visitors, even those who are aware of this very special attachment, those cars still do not eclipse those by prestigious manufacturers such as **Delage**, **Delahaye**, **Facel Vega**, **Ferrari**, **Hispano Suiza**, **Jaguar**, **Lamborghini**, **Lincoln**, **Maserati**, **Mercedes**, **Rolls Royce**... Their simple juxtaposition with more popular cars such as a **Citroën Traction**, a **Citroën 2 CV**, a **Renault 4 CV** and a **BMW Isetta** proves the absence of hierarchy in the collector's passion.



# The Princes of Monaco and sport

## > Albert I: sport, honour and endurance

He was known as the navigator prince, prince of the oceans, learned prince, humanist prince, scientist prince, explorer prince and traveller prince, amongst many other monikers. Albert I of Monaco (1848–1922) was also a motorcycling prince. Prior to that, he had been riding bicycles, tandems and three-person bicycles since 1892. He was interested in the sporting aspect of cycling as he wanted to keep fit.

Prince Albert I straddling his "Beeston Humber" motorcycle, Prince's Palace, Monaco, 1905  
© Charles Chusseau-Flaviens – Archives of the Palace of Monaco – IAM



"Beeston Humber" motorcycle owned by Prince Albert I, Car collection of HSH the Prince of Monaco  
© Éric Mathon – Archives of the Palace of Monaco – IAM

### The Beeston Humber Motorcycle, 1903 2008 replica

Engine: Inclined single-cylinder, 345 cc, with chain drive

Power: 2.75 CV

Maximum speed: 40 km/h

NOTE: the engine replaces the front tube of the bicycle-type frame.

Replica of the English motorcycle acquired by Prince Albert I in early 1903. He made numerous excursions to the Riviera and its hinterland,

as well as to the English Riviera, Normandy and Charente-Maritime. He also embarked on three long, incognito Monaco-Paris journeys between 1903 and 1905, sometimes taking lengthy detours through the Creuse and Jura regions. Average speeds ranged from 15 km/h in the mountains to 25 km/h on the plains.

On May 20, 1903, with only 90 km to go before he reached his Paris home, Prince Albert I had an accident. At 20 km/h, his machine hit a dog following a farmer's cart, and the prince was thrown forward a few metres. Injured in the leg and right hand, he was taken by the farmer on a cart to a Provins doctor, Dr Merlin.

The news spread quickly, as within a week he had already received expressions of sympathy from all over Europe, following numerous articles in the national press.

## › Albert II: sport as a vehicle for peace

The "sporting prince" Albert II practises many disciplines: athletics, handball, swimming, tennis, rowing, sailing, squash, skiing, fencing and judo (in which he is a black belt). He took part in the 7<sup>th</sup> Paris–Dakar with the "Sonauto Mitsubishi" team in 1985, then five times in the Winter Olympics between 1988 and 2002 as pilot of the Monegasque bobsleigh.



The Organisation pour la Paix par le Sport (Peace and Sport), founded in Monaco in 2007, benefits from the patronage of HSH Prince Albert II. He thus took up the cause already championed by his great-great-grandfather Albert I, who in 1903 created the Institut de droit international pour la Paix (Institute of International Law for Peace), dissolved in 1924.

Hereditary Prince Albert, car rally: Paris – Dakar  
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Hereditary Prince Albert in a "two-man bobsleigh" run at the Lillehammer Olympic Games, Norway, February 1994  
© Gaëtan Luci – Archives of the Palace of Monaco – IAM



2019 F1 Jordan, classic car collection of HSH The Prince of Monaco, 2019  
© Axel Bastello – Palace of Monaco – IAM

### F1 Jordan 193 – SASOL team, 1993

Engine: Hart 1035 V10, 3499cc

Power: 700 HP at 13,000 rpm

In 1993, Jordan Grand Prix used the Hart engine and improved its car's aerodynamics. Nevertheless, it proved uncompetitive in the championship won by Alain Prost in a Williams–Renault. In May on the streets of Monaco, young Rubens Barrichello finished 9<sup>th</sup>, two laps behind Ayrton Senna. In Japan, Eddie Irvine raced for the first time in F1 and qualified in 8<sup>th</sup> position, ahead of Barrichello, twelfth fastest, by four tenths of a second. At this event, Barrichello finished 5<sup>th</sup> in the Grand Prix, ahead of Irvine in 6<sup>th</sup> place.



# The Prince's wedding

## › Wedding of HSH Prince Albert II in 2011

In keeping with Monegasque tradition, HSH Prince Albert II travelled by car along the road between the Palace and the church of Sainte-Dévote with his wife on the day of their religious wedding ceremony on 2 July 2011. The route includes a number of stages, in particular the laying of the bride's bouquet of flowers in front of the church of Sainte-Dévote.

The wedding ceremony between Prince Albert II and Charlène Wittstock was watched by 7 million viewers in France, and 1 billion worldwide. By choosing a hybrid car, the Prince affirmed his commitment to non-polluting vehicles.



The royal couple leaving the palace square by car after the religious ceremony, 2011, Monaco © Archives of the Palace of Monaco - IAM

### The LEXUS LS 600h Landaulet, hybrid, 2011

Engine: V8, 5000cc

Power: 440 HP hybrid

Maximum speed: 250 km/h

This is a unique car built for a unique purpose: the wedding of HSH Prince Albert II to Charlène Wittstock on Saturday 2 July 2011. It was specially converted in Belgium, from a reinforced chassis to a body incorporating a one-piece polycarbonate roof.

The royal couple returning to their car after the religious ceremony, 2011, Monaco © Archives of the Palace of Monaco - IAM





## The collection today

### > A new showcase for the Collection at Port Hercule in 2022

Nothing has been left to chance, neither the location nor the year of inauguration of this new showcase. 2022 marks the centenary of the death of Albert I. The exhibition area is located under the esplanade used for the Grand Prix pits and grandstands, on the edge of the Monaco race track.

A smaller surface area than at the Terrasses de Fontvieille limits the number of cars on display to around 100, including loans for temporary exhibitions such as "Ferrari" in 2019 or, in February–March 2023, "75 Years of Porsche Sports Cars", followed by "110 Years of Aston Martin" to coincide with the presentation of the new DB12.

Prince Albert II at the Ferrari exhibition, Classic car collection of HSH The Prince of Monaco, 2018  
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# Acknowledgements

## The National Automobile Museum – Schlumpf Collection:

**Bruno Fuchs** – Chairman of the National Automobile Museum  
**Fabian Jordan** – Chairman of Mulhouse Alsace Agglomération  
**Guillaume Gasser** – General Manager of the National Automobile Museum  
**Rodolphe Rapetti** – Exhibition Curator  
**Richard Keller** – Exhibition Curator  
**Aléna Zuliani** – Exhibition Designer  
All the staff at the National Automobile Museum

## The companies that worked on the exhibition:

**Alambret Communication**  
**Oh! Ma Déco**  
**Alsace Wood Factory**  
**Prevel**  
**Sam Electro**  
**Members of the Association des Amis du Musée de l'Automobile (AIAM)**

## La Maison Souveraine:

**Salim Zeghdar** – Property Administrator and his associate **Christophe Avila**  
**Valérie Closier** – Director of the Car Collection of HSH The Prince of Monaco  
**Thomas Fouilleron** – Director of the Archives and Library of the Prince's Palace and his colleagues  
**Tomas Blanchy** – Deputy Director of the Archives and Library, **Marie Ygonin** – Administrator of the Archives and Library, **Loïs Repiquet** – Photographer at the Palace Archives  
**Michaël Bloche** – Director of the National Archives Prefiguration Mission

## At the Audiovisual Institute of Monaco:

**Vincent Vatrican** – Director and his colleagues **Christian Roti** – Documentary service and **Clémence Belmonté** – Archivist and iconographer

## At Société des Bains de Mer:

**Charlotte Lubert** – Head of Heritage at SBM

## At the Institut Océanographique de Monaco:

**Pierre-Antoine Gérard** – Head of the Heritage and Exhibitions Department  
**Elisabeth Baltzinger** – Archives Manager

## At the Automobile Club de Monaco:

**Michel Bori** – Chairman  
**Géry Mestre** – President of the Classic Cars Commission

## At the Tourism and Congress Department of Monaco:

**Guy Antognelli** – Director

And all those who contributed to the production of this exhibition: **Serge Cordey**, **Christophe Gutknecht**

## Partners:

Mulhouse Alsace Agglomération, RMC découverte, BFM Alsace, Le Figaro, L'Alsace DNA, RTL2, Cityz Média

## 5 questions to HSH the Prince of Monaco

› *Can you tell us about how your collaboration with the National Automobile Museum – Schlumpf Collection began for the exhibition From Mulhouse to Monaco: the Car Collection of Prince Albert II?*

Our collaboration began in 2023 with a chance meeting with Guillaume Gasser, General Manager of the National Automobile Museum, at Top Marques, an international supercar show held in the Principality of Monaco every June.

Mr Gasser had brought a magnificent Bugatti Royale to Monaco for the event.

Talking with him about this car, we soon realised that we had similar values and a shared passion for motoring, which led to exciting discussions about the possibility of working together. This collaboration has become a reality, enabling the Schlumpf Collection to present an exhibition combining history, technology and automotive aesthetics.

› *Why did you choose the National Automobile Museum – Schlumpf Collection to host this first exhibition devoted to your vehicle collection?*

I discovered the National Automobile Museum in May 2006 during an official visit to Alsace. This place is a result of Fritz Schlumpf's passion for motoring, which led him to convert an old spinning mill into one of the world's greatest automobile museums, so it was an obvious choice to display some of the vehicles from my collection.

Indeed, the museum enjoys an international reputation as a leading institution in the field of cars. It offers unrivalled expertise and an ideal environment for showcasing these automotive treasures. What's more, the rich history and culture of the Mulhouse region, combined with the museum's commitment to preserving its motoring heritage, make it the perfect place to share my passion for cars with the public.

› *Could you tell us a bit about your passion for cars? In particular, could you tell us where this passion comes from?*

Above all, it's a family affair: my father, Prince Rainier III, had a passion for cars which he passed on to my sisters and me. He was a keen collector of cars and took great care of them, then in 1993, he created a museum, "The Car Collection of HSH the Prince", so that the public could come and admire them in large numbers. As for me, my passion for cars goes back to childhood, when my sisters and I rode in cars that were very different from each other, but were always amazing and beautiful. All these cars enchanted me. In the morning, for example, we'd get into a 1956 Chrysler Imperial to go to an official event, and in the afternoon we'd switch to a 1959 Renault Floride driven by my mother, Princess Grace, to go to the beach, for example.



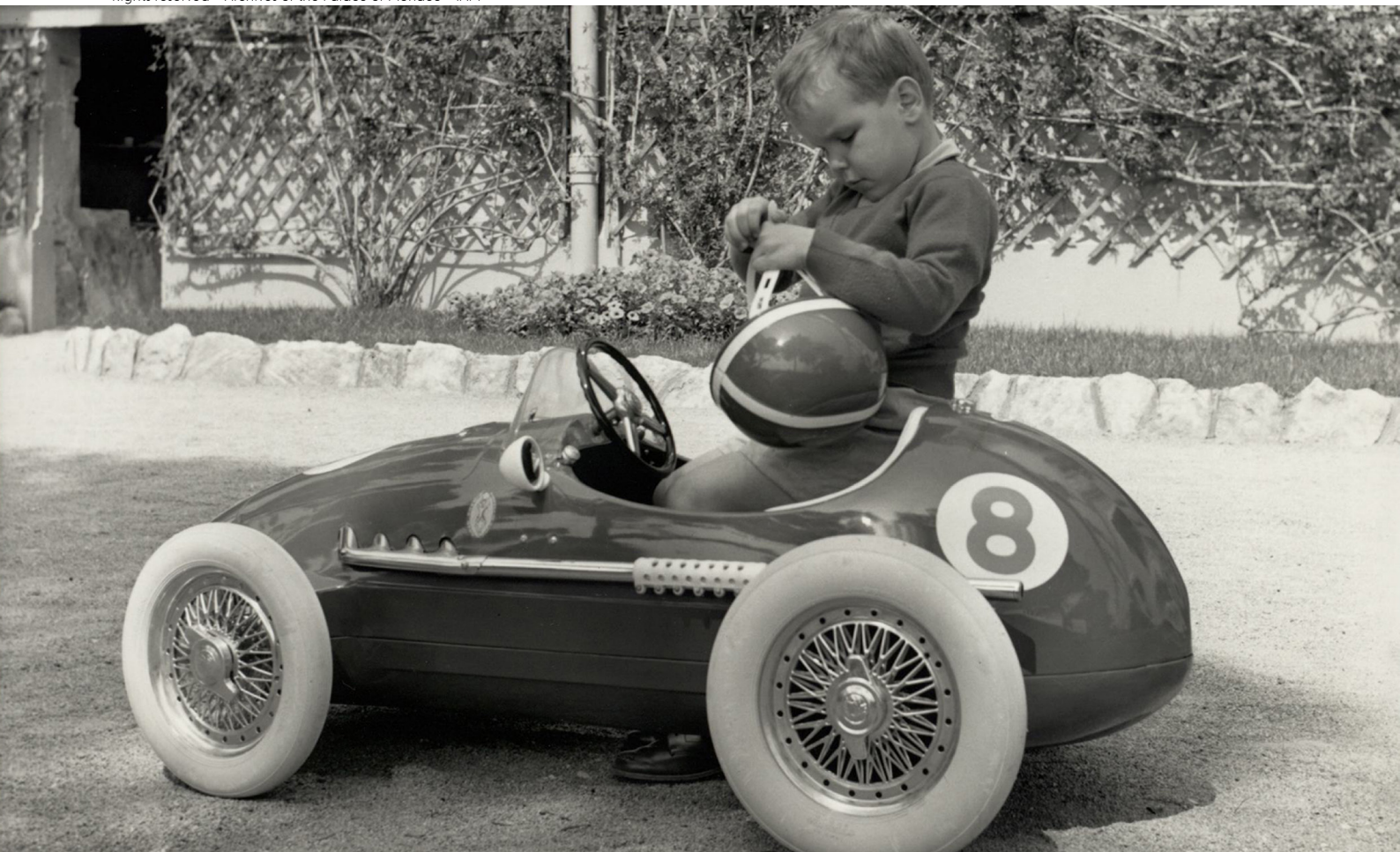
› *If you had to choose just one car from your collection, which would it be and why?*

It's hard to pick just one. However, I'd say the Renault Floride, because it brings back happy childhood memories. And I have an anecdote about it. In the summer of 1976, Princess Grace let Caroline and I borrow it to go to a party at a friend's house. On the way back in the evening to our Roc Agel property, where we were spending the summer, we broke down. My sister was driving as she had her licence, I didn't yet. We found ourselves in the middle of nowhere, without a phone of course. We had to walk into town and eventually found a place where we could make a phone call. This Florida made a nice sound, except when it broke down.


› *What's your favorite vehicle in the Schlumpf collection, and why?*


I love the 1929 Bugatti Royale Napoleon Coupé designed by Jean Bugatti. What class, what refinement, and what can I say about its performance for its time! It's hard to beat that, even with the technologies we have today. It's a masterpiece of automotive engineering from the last century. In Monaco, we also have a passion for Bugatti. At the end of 2017, my Collection hosted a magnificent exhibition featuring some fifteen exceptional Grand Prix and Sport vehicles, all in perfect working order. The exhibition was very popular and highly acclaimed.


The Hereditary Prince in a small racing car  
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## Selection of visuals for the press


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1. The royal couple returning to their car after the religious ceremony, 2011, Monaco  
© Archives of the Palace of Monaco – IAM
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2. Hereditary Prince Albert in the garage of the Prince's Palace of Monaco  
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3. The Prince's family in a pink Fiat Ghia, 1959  
© Georges Lukomski – Archives of the Palace of Monaco – IAM
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4. Prince Rainier III and his Lincoln Type L Torpedo, 1987, Monaco  
© Hélène Bamberger / Le Figaro Magazine
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5. Prince Albert II at the Ferrari exhibition, Classic car collection of HSH The Prince of Monaco, 2018  
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6. Albert of Monaco during the Paris-Dakar Rally, 1986  
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7.



Donald Strokes personally greets Prince Rainier III of Monaco and his son Prince Albert, 1969

© Getty Images/Jim Gray/Keystone/Hulton Archive

8.



Prince Albert of Monaco competes in the bobsleigh event at the 1994 Winter Olympics

© Getty Images/Dimitri Lundt/Corbis

9.



Prince Albert prepares for the 1988 Winter Olympics in Calgary

© Getty Images/Frederic Meylan/Sygma

10.



Monaco Grand Prix, 1950

© Société des Bains de Mer

11.



Monaco Grand Prix, 1957

© Société des Bains de Mer



View of the museum entrance © National Automobile Museum / Alexis Turreau

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.

Established in 1982 in an old worsted spinning mill, the museum has a display area of over 20,000 m<sup>2</sup> 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.

## Some key dates, figures and information about the museum

In 1957, the Schlumpf brothers bought a former worsted woollen mill dating from 1880, where they installed part of their collection in the 1960s. It was in this unusual location that the museum was inaugurated in 1982 upon the collection being purchased by the **association owning the National Automobile Museum**.

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.

The museum is supported by many partners:

The Grand Est Region – Grand Est Regional Directorate for Cultural Affairs – European Collectivity of Alsace





Views of the permanent collections © National Automobile Museum / Alexis Tourreau

In 2022, 40 years after its creation, the museum underwent a major change: a change of name, a change of manager and 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, after it 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.

As part of its restructuring project, the museum has redesigned its souvenirs & book shop, inaugurated a cosy bar, the Gatsby Bar, and a new restaurant serving traditional French cuisine, L'Atalante. The temporary exhibition area was redesigned and expanded from 800 to 1,100 m<sup>2</sup>.

## The Schlumpf collection is spread across four areas:

- ◆ **The Adventure area** is a 17,000 m<sup>2</sup> area displaying 243 automobiles grouped into three periods – the “ancestors” from 1878 to 1918, the “classics” from 1918 to 1938 and the “modern” post-1945 cars
- ◆ **The Racing area** presents outstanding sports cars
- ◆ **The Masterpieces area** presents 80 high-prestige cars from the 1930s
- ◆ **The Bugatti Supercars area** has the Bugatti Veyron on display, one of the jewels in the collection, featuring technical know-how from the aerospace sectors

## Two other collections round off the tour:

- ◆ **The Jammet collection** presents 101 children's cars, from the beginning of the 20<sup>th</sup> century to today
- ◆ **The collection of mascots**, which are the decorative figures on the radiator caps

## Finally, the Discovery area closes the tour with a behind-the-scenes look at the cars:

- ◆ Car restoration
- ◆ The life of a classic car
- ◆ The engine hall

## The racetrack

The museum's racetrack can accommodate 4,500 people in its terraces. Its three tracks can provide shows and events about cars. This area is also used by the museum's restoration workshop for the maintenance of the 60 or so drivable cars in the collection.

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. The cars resume their movement for the pleasure of visitors and collectors.



The Gatsby Bar © National Automobile Museum / Alexis Turreau

## A museum as a lively and interesting place

### • Book and Souvenir Shop

To round off your visit, a book and souvenir shop sells publications and other items dedicated to the history of the automobile: books, stationery, miniatures, construction games, textiles, products from the Alsace region, etc.

### • Restaurant – Bar

The museum also offers a restaurant and bar, each with a lovely terrace. The first allows you to enjoy the museum's attractive inner courtyard, while the second offers a breathtaking view of the racetrack.



## USEFUL INFORMATION AND CONTACTS

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](mailto: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**

8 January to 9 February 2024: 1 pm – 5 pm

From 10 February to 5 April 2024: 10 am – 5 pm

From 6 November to 3 December 2024 (closed on the 25th): 10 am – 6 pm

From 4 November to 31 December 2024: 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): €11

Family ticket (2 adults and 2 children aged 4 to 17 years): €50

Museums-Pass-Musées: €123 / Reduced €113

**Reservations:** [www.musee-automobile.fr](http://www.musee-automobile.fr)

### Press contacts

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MUSÉE NATIONAL  
DE L'AUTOMOBILE

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