



TRIP BACK TO THE AUTOMOTIVE PAST

The gate to your time travels is located at the cradle of Saxony's automotive industry, the original manufacturing plant of early Audis, the present-day August Horch Museum. Here you will find an amazing setting from over 100 years of automotive engineering on 6,500 m², embedded into the corresponding contemporary history.

NO FUTURE WITHOUT A PAST

Travel back to the last century and meet the oldest motor car ever built in Zwickau. Past the buttercup-yellow Audi Alpine Alpensieger, you will see veteran vehicles waiting for a petrol pump attendant at a Standard petrol station.

Feel the history of Auto Union as you gaze at the impressive Four Rings. Zwickau's uniquely long vehicle tradition can be found in many different contemporary scenes. You will see an elegant hotel entrance of the 1930s, a cobbled street with parked Audi, Horch, DKW and Wanderer models, a walk-in corner shop and much more.

150 major exhibits tell of their time of origin. The chapter of the Third Reich and the associated constraints on vehicle production are also not left out.

The Horch mansion and Horch office let visitors travel back 100 years in time.

10

ADMISSION PRICES

Adults EUR 9.00 (concessions EUR 7.00*), groups from 12 persons EUR 7.50 (concessions EUR 5.00*) per person, families from EUR 13.00, guided tours on request up to 12 persons EUR 60.00 – each additional person EUR 5.00

*discounts for children up to 15 years, pupils, students, trainees and people in need, each on presentation of a valid ID card.

Telephone cash desk: +49 (0)375 27 1738 12

OPENING HOURS

Tuesday to Sunday 9:30 am to 5:00 pm
every first Thursday of the month from 9:30 am to 8:00 pm
closed Mondays (except on national statutory holidays)

HOW TO GET HERE

By car: Motorways A 4, A 72 and federal highways direction Crimmitschau;
bus: line 10 (direction Weißenborn / Niederhohndorf);
Tram: line 4 or 7 (direction Pölbitz Wende)



WE LOOK FORWARD TO YOUR VISIT

August Horch Museum Zwickau gGmbH
Audistraße 7 | 08058 Zwickau
Telephone: +49 (0)375 27 17 38 12 | Fax: +49 (0)375 27 1738 11
info@horch-museum.de | www.horch-museum.de

EXPERIENCE AUTOMOTIVE HISTORY THE EXHIBITION



01, 02

03

04

05, 06, 07

- 01 Standard petrol station around 1930
- 02 The Four Rings of Auto Union
- 03 The "oldest": the Horch 14/17 HP from 1904 (replica)
- 04 Grand Hotel Royal with Horch car parked in front
- 05 A block of cobbled streets, shop windows and cars at the side of the road
- 06 Work in a DKW workshop
- 07 Car and leisure - the 1930s

WELCOME TO OUR NEW EXHIBITION HALL



Brand new and elaborately staged are the Silver Arrows of Auto Union. Take a seat on the spectator terraces at the Grand Prix and enjoy the video installation; you are right in the middle of it! The Auto Union types C and D are already in the start grid, a streamline is just being rolled by the race transporter. Sensational, unique!



60 YEARS OF TRABANT - NEVER FORGOTTEN - STILL LOVED

- 01 View into the pit lane of Auto Union
- 02 What happened after the war?
On occupation powers and children's toys
- 03 1949: The first cars were utility vehicles
- Tractor Pionier and LKW H3A
- 04 The Sachsenring P240 estate as a reporting car, including during the Peace Race
- 05 Stress test for the P 70's Duroplast body
- 06 The only remaining flow line for the Duroplast parts
- 07 The Trabant and its West German counterparts late 1950s
- 08 view of the outside and inside of a lovingly reconstructed GDR dacha
- 09 Designed, built, but never allowed to go into series production: the prototypes
- 10 The future with VW Saxony - here: the latest "Wörthersee Golf"

The new exhibition hall is intended to honour the creativity, inventiveness, diversity of ideas and innovative power despite the scarcity of resources of the people of the former GDR. And this is achieved in a fun, informative way, by means of multimedia displays, display boards, short films, hands-on stations, (driving) simulations and game ideas. You can trace the first attempts at new beginnings with malt mills and pedal cars, as well as the first nationally-owned vehicle production, luxury cars commissioned by the Soviet occupying power, or the first and at the same time the last Horch series passenger car of the post-war period. You will encounter the state-mandated compact Trabant with the 32-fold patented plastic body and its various models again and again in the exhibition.

A special highlight: the only remaining Duroplast manufacturing facility.
You can also tune a Trabant yourself or take a simulation drive through a prefabricated housing estate.

You will encounter secret developments and prototypes in the museum as well as rallying versions or the "1.1er", whose four-stroke engine was also sometimes unkindly described as a "pacemaker in a mummy". The Trabant is dead - long live the Trabant. Trabikult - meetings, clubs and traditions prove that to this day.
But what happened after 1990? This question leads you - if you choose the right path - into the future with VW, the supplier industry and the development offices. As early as 1984, the foundation stone of survival was laid in Zwickau's Mosel district. Zwickau is still the mainstay of the automotive state of Saxony. Over the decades, the territory on Audistrasse looks back on three generations of use - all inseparable intertwined with the automotive industry. See, feel, hear and smell the pioneering spirit!

And you can also taste it: We recommend our newly established restaurant „August Horch“. There you can relax and let the experience sink in. And if you would like to take home a small souvenir, then visit our museum shop.