

## Press Release

### Automobilia Ladenburg – Marcel Seidel Auctions Auction on November 28–29, 2025

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## Historic Bicycle Collection Spanning Two Centuries to Be Auctioned

### Over 160 rare bicycles, posters, accessories, and brochures – one of the largest collections in Europe

Automobilia Ladenburg presents a truly unique auction this November: one of Europe's most significant private bicycle collections will be brought to the market. Featuring more than 160 historic bicycles alongside original posters, accessories, and period brochures, the sale traces the evolution of cycling and bicycle engineering from the 19th into the 20th century.

Among the many highlights are exceptional pieces regarded as true rarities worldwide:

- The **world-record bicycle of José Meiffret**, on which he achieved a spectacular speed record in 1951 behind a Talbot Lago,
- The **original winning bicycle of Eddy Merckx** from the 1970 Tour de France,
- And a **1908 Terrot**, acknowledged as the first bicycle to feature ten gears.

Each of these historic items stands as a symbol of technical innovation, athletic achievement, and the cultural significance of the bicycle across different eras.

“This collection unites milestones in sport, technology, and design. It is not only of great interest to private collectors, but also to museums, institutions, and anyone wishing to keep the history of cycling alive,” says [Name of the organizer/auction house].

In addition to the bicycles themselves, the auction will feature a wide selection of original posters, promotional materials, accessories, and documents, offering a comprehensive view of cycling history.

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## Auction Details

- Over 160 bicycles from the 19th and 20th centuries
- Rare exhibits from the history of racing and technology
- Extensive memorabilia: posters, brochures, accessories

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