

# Techno Classica 2023: Volkswagen celebrates 50 years of the Passat



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BY [VOLKSWAGEN](#)



Volkswagen will make its return to the Techno Classica this year. The world's largest classic car fair will be an opportunity for Volkswagen Classic to celebrate the 50th anniversary of the Passat using the slogan "Immer wieder neu" ("Always reinventing itself"). The year 1973 saw the launch of the Passat, a brand new model family equipped with a water-cooled engine. It was the start of a global success story that continues to this day. To mark this milestone, five specially selected Passat exhibits will be on show in Essen.

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<https://wireassociation.eu/newsroom/volkswagen/releases/en/techno-classica-2023-volkswagen-celebrates-50-years-of-the-passat-939>

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