Roarington

Pioneering the Future of Classic Cars

The 2024 TCCT Forum, held on October 17 at the Mercedes-Benz Museum in Stuttgart, spotlighted cutting-edge topics like AI, the Metaverse, and Digital Human trends that are poised to shape the future of the classic car world. Roarington introduced the next evolution of the digital classic car experience, while the Mercedes-Benz Heritage GmbH announced the creation of its digital museum within Roarington MetaLand. Attendees had a unique opportunity to drive digital twins of real museum cars on advanced simulators and compete against the reference lap time set by Formula 1 World Champion Kimi Räikkönen in his role as Roarington's ambassador.

Stuttgart, October 17, 2024 – The 2024 edition of the TCCT Forum, co-hosted this year by the Mercedes-Benz Heritage GmbH, gathered collectors, enthusiasts, industry experts, and business leaders to discuss the future of the classic car world. Founded in 2013, The Classic Car Trust (TCCT) is committed to preserving automotive heritage while inspiring younger generations to embrace classic cars. This year's discussions highlighted the vast potential of digital experiences for classic cars, creating new opportunities to engage and grow the community.

Marcus Breitschwerdt, CEO of the Mercedes-Benz Heritage GmbH opened the forum at the Mercedes-Benz Museum. "With over 13 million visitors since it opened in 2006, our museum is one of the best-known and most popular automobile museums in the world. We want to develop this concept and look to the future in the digital space. Our partner Roarington has developed the digital platform to create a digital image of the real world of classic automobiles and their protagonists. The integration into the automotive luxury metaverse "Roarington" offers us a whole new dimension in presenting Mercedes-Benz Classic. In the literal sense, we can expand our digital possibilities." underlined Breitschwerdt.

Markus Gross, ETH Professor of Computer Science and Chief Scientist at The Walt Disney Company, delivered a keynote on the latest developments in artificial intelligence, the metaverse, and digital humans—virtual entities powered by AI and large language models (LLMs). He provided a glimpse into the breathtaking speed and exponential growth in these fields. Gross highlighted how Roarington's platform stands out as a unique solution to make globally accessible, immersive museum experiences a reality.

Fritz Kaiser, Founder of The Classic Car Trust and Chairman of Roarington, explained how Roarington has become a pioneer in digital solutions for classic car enthusiasts by seamlessly merging reality with imagination through a digital overlay of the classic car world. This innovative platform turns dream cars of the past into valuable, drivable, and tradable digital assets. Roarington blends automotive heritage with cutting-edge technology, creating new opportunities for collectors and ensuring these iconic vehicles remain relevant and captivating for future generations. "Roarington is where the legendary treasures of automotive history meet the roads and racetracks of the future. It's a place

where the global classic car community can experience their passion for yesteryear in an entirely new dimension," said Kaiser.

Kimi Räikkönen, admired by millions as the "Iceman" for his calm and composed demeanor on the race-track, is a true legend as former Formula One World Champion. Drawn to Roarington's vision, Räikkönen joined the initiative as an Ambassador, bringing his technical expertise and extensive motorsport experience to support its growth and innovation. During the Forum event, he took to the simulator, setting a reference lap time on the Spa-Francorchamps race-track with the digital twin of the iconic Mercedes-Benz 300 SL Gullwing "No. 417" that famously won its category at the Mille Miglia in 1955, challenging other participants to beat his laptime.

About Roarington:
In response to a fast-paced world and the growing popularity of eSports and gaming, TCCT—initiated by its founder Fritz Kaiser and supported by leading business figures—launched Roarington as a cutting-edge technology platform for the classic car community. Partnering with prestigious design houses Pininfarina and Zagato, as well as MAUTO—The Italian National Car Museum—Roarington brings the thrill of exact digital twins of iconic real cars to life. It offers enthusiasts, both old and young, the chance to experience their classic cars in a completely new way. Using advanced simulators that replicate the precise feel and handling of each vehicle, users can drive their own digital replicas or other legendary models on world-famous tracks and scenic routes. Alone or internationally connected in championships. Roarington enables a new generation of fans to explore the heritage of classic cars in a sustainable and exciting environment—preserving history while inspiring the future.