



Customer Story

Swiss Classic World Luzern

The Swiss Classic World trade fair in Lucerne is the authentic Swiss classic car fair, and one of the largest events on the classic and vintage car calendar. The fair hosts around 200 exhibitors, showcasing over 700 classic cars. As well as vehicles, visitors will find a wide range of spare parts and accessories, as well as exhibits by various clubs, associations and other societies.

Each year Swiss Classic World welcomes about 13,500 visitors. The previous system for advance booking of admission tickets needed modernising. With the Print@Home function in e-guma's online ticket shop, it is now possible

to buy, pay for and print out a ticket well ahead of the event itself. For box office sales, the „e-guma POS“ point of sale module is used in combination with a high-performance ticket printer to make sure ticket sales can be handled easily and efficiently on site too. Controlled entry is ensured by checking ticket validity via smartphone using real-time ticket data retrieval. Bernd Link, CEO of MARKETINGLINK GmbH and organiser of Swiss Classic World, is delighted with the flawless functionality offered by the online shop and with the box office sales on site.



The introduction of the e-guma ticket system has been a complete success. We recommend it in every respect. e-guma is known for its exceptional personal approach and service-oriented mentality.

Bernd E. Link, Executive Director MARKETINGLINK GmbH