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FACTS & STORY

Steyr 100 "Asien-Steyr" (Austria, 1934)

BRANDS OF THE PAST

scale 1:43

#02018

release

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limited edition 333 pcs.



Promotion Tour with Sustainability Effect

In 1934 Max Reisch, born in Kufstein 1912, was, due to his extensive and into all parts of the world motorbike rides, someone of note in his home country Austria. Fully aware of his position he asked the company Steyr-Daimler-Puch AG for material and financial support for his next trip.

Instead of a motorbike they offered him a car for his trip; simultaneously to Reisch's request the new passenger car Steyr 100 was launched and the opportunity occurred to combine the trip with an major promotional tour. These thoughts were personally submitted to the young Max Reisch by the company management during his visit on October 2, 1934. He took up the offer and had the rear of the new expedition car changed according to his ideas to a pick-up version. On April 23, 1935 Max Reisch started the long trip with his partner Helmuth Hahmann. Starting from Vienna they went to Palestine from there they travelled via Syria to Iraq, Iran and Afghanistan. Via Pakistan,

India, Burma, Thailand and Laos their trip led them to Vietnam and China. After 14 months they arrived at their final destination Shanghai but they decided to continue their journey. During the passage on a ship to Japan and to the USA both men and their reliable Steyr could rest before they headed to Mexico. Finally, Reisch and Hahmann entered German ground after a passage on a ship in Bremerhaven.

Perhaps, only now, they became aware of the fact that their initially as a trip to China planned journey became an entire circumnavigation of the world!

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