

Press Release
2nd January 2018

Sunday 11th February 2018
Love Bugs Parade celebrates its 10th edition!
... and loads more ...

2018 is a special year when it comes to our Love for those Bugs.

Not only is it the **10th consecutive year** that the **Love Bugs Parade** is being organised, with a rather charming allusion to **Valentine's Day**, but it is also the **50th anniversary** of the release of Robert Stevenson's **The Love Bug** film.

Additionally, for the last three years, we will also continue to pay tribute to the **Flower Power** movement, which saw the light of day in the United States **50 years ago**, peaking in 1969 with the commemoration of the Woodstock festival.

For this triple anniversary, the **Autoworld** museum, supported by the **Volkswagen** make that created the likeable **Beetle** near on 70 years ago, they will be pulling out all the stops to make the event truly festive: exhibition, *live* music upon return of the parade, entertainment for the young ones ...

Sunday 11th February 2018, some three days prior to the day reserved for the love birds, near on 300 VW Bugs and Beetles, as in previous years and same period will gather in front of the Autoworld museum, on the Esplanade du Cinquantenaire in Brussels.

In its own right this gathering is already a party!

Coloured, decked out, personalised, rendered more human, Herbies, Numbers 53, Vocho Verde Bugs and Beetles of all colours create the event. For the occasion, the T1 Combis have also been invited. They are the Bugs inseparable companions.

Each year it's the same passion that brings together their proud owners who arrive (almost all) in hippie style outfits to experience a day focussed on the spirit of freedom, music and conviviality of the '60s and '70s!

The start is given at 14.00hrs! The Love Bugs Parade then sets off in a wonderful chaos of tooting horns and cries of joy. The course guides the Bugs and Beetles through the streets of Brussels up until around 16.00hrs.

The public is cordially invited to immerse themselves in the exceptional atmosphere prevailing at that moment between 11.00hrs and 14.00hrs. They will then have the opportunity to visit the Autoworld museum where the best-looking models of Bugs and Beetles will reveal their wonderful past.

For the owners of VW Bugs, Beetles and T1 Combis participation in the Love Bugs Parade is free, however it is **mandatory to register** via email (to patricia.raes@scarlet.be) seeing the number of cars is limited.

As of now jot down the date of Sunday 11th February! Bring out your clothes from the '66 to '69 era and make sure you pay us a visit!

Practical information:

Autoworld - Esplanade du Cinquantenaire – 1000 Brussels

Open daily – even on Monday– from 10.00hrs to 18.00hrs

The promenade on the Esplanade specifically reserved for the Bugs and Beetles is free.

Entrance fee to the museum: 11€/adult - 9€/senior – 8€/student - 5€/child 6-12 years – free for the under 6.

Information: www.autoworld.be or +32.2.736.41.65 – and Facebook fan page

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