

The 9th Love Bugs Parade hits the road on Sunday 12th of February 2017 in Brussels and celebrates 50 years of “Summer Love”!

A mere few hours prior to celebrating Saint-Valentine, all aficionados of the VW Bugs not forgetting the Beetles, are once again invited to gather in Brussels on the Esplanade du Cinquantenaire in front of the Autoworld museum, to celebrate the most adorable and undoubtedly the most “humanised” of cars, among others the legendary “Herbie”, to give it a name - this “love bug” having been made famous in Robert Stevenson’s film!

Nine years ago 50 Bugs and Beetles responded to the call from Autoworld ...Last year there were no less than 250! All splendidly decked out with flowers to pay homage to the birth of the hippie movement 50 years earlier.

The organisers have decided to continue paying homage to this movement, also nicknamed “Flower Power”. In fact, even though it saw the light of day back in 1966, it only developed over a period of four years. Their first big event was held in the summer of 1967 the “Summer of Love” in San Francisco.

On Sunday 12th February 2017 in Brussels, when it will most probably turn out to be more of a “Winter of Love”, this does not mean that it will be less nostalgic, boasting the same spirit of freedom, music and conviviality of that era!

Once again all participants are invited to bring out their hippie outfits, their bandanas and redecorate their Bugs and Beetles with those colourful daisies as we are maintaining the same “Flower Power” theme!

We hazard to wager that the Esplanade du Cinquantenaire will resemble a vast field of flowers in the heart of our winter!

The start will be given at 13.30hrs! This is always held in joyful chaos when the Parade moves off. The course chosen will guide our Love Bugs through the streets of Brussels up until around 16.00hrs.

The public are cordially invited to immerse themselves in the exceptional atmosphere prevailing at that moment between 11.00 and 13.30hrs. They will then have the opportunity to visit the Autoworld museum where several models that had won fame in art, advertising or films will be showcased in a décor filled with bloom!

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

As of now jot down the date of Sunday 12th of February in your diaries! Bring out your clothes of the ’66 to ’69 years and make sure you pay us a visit!

Practical details:

Autoworld - Esplanade du Cinquantenaire – 1000 Brussels

Open daily – even on Monday – from 10.00 through to 17.00hrs (Saturday and Sunday until 18.00hrs)

Walking on the Esplanade between the Bugs and Beetles is free.

Museum entrance fee: 10€/adults - 8€/seniors – 7€/students - 4€/children 6-12 years – free for under 6 years.

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

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