



01.12.-09.12.2018
PREVIEWDAY: 30.11.
ESSEN-MOTORSHOW.DE
#ESSENMOTORSHOW

Essen, November 30, 2018

Sporty Series Vehicles, Tuning & Lifestyle, Motorsports and Classic Cars

Essen Motor Show 2018 is the Eldorado for Car Fans

Performance Festival Gathers More Than 500 Exhibitors at Messe Essen

When your heart beats faster and your pulse vibrates: From December 1 to 9, 2018 (Preview Day: November 30), the Essen Motor Show is bringing them all together. Sports car fans, tuners, motorsportsmen, motorsportswomen and vintage vehicle friends are celebrating the 51st lap of the performance festival at Messe Essen. Over 500 exhibitors and a spectacular supporting programme are connecting people and styles. The emotional format for success is arousing the enthusiasm of generations and genders across the board. Amongst other highlights, a special show with sporty convertibles and live action in the Motorsports Arena are ensuring great emotions. Moreover, vehicles in racing looks are trendy.

Fans can come into contact with their favourite makes at the Essen Motor Show. Many of them are enticing the visitors to join in with booth activities. The exhibitors include Continental, Hankook, Mercedes FanWorld, Porsche Motorsport, Renault Motorsport, Skoda, Toyo Tires and VW Motorsport. They are showing, for example, new sports cars, tyres and racing vehicles. The General German Automobile Club (ADAC) is supporting the Essen Motor Show as an ideal sponsor and presenting its motorsports programme in Hall 3. "We are looking forward to ten days of concentrated enthusiasm for sporty automobiles. The Essen Motor Show is the performance festival amongst the car fairs: Here, sports car fans, tuners, motorsportsmen, motorsportswomen and vintage vehicle friends celebrate their hobbies," according to Ralf Sawatzki, Head of Project for the fair.

Legendary Convertibles from Aston Martin, Ferrari, Mercedes-Benz and Porsche

The sun on your skin, the wind in your hair and the sound of the engine in your ears: Convertibles stand for freedom and driving fun and enjoy great popularity. In Hall 3, a large special show with classic and newer models, amongst others, from Aston Martin, Chevrolet, Ferrari, Maserati, Mercedes-Benz and Porsche is awaiting the visitors to the Essen Motor Show. With a Mercedes-Benz 190 SL from 1956, the historic highlights include one of the most coveted sports cars on the vintage



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vehicle market. The impressive figure of 105 bhp at that time seems almost cute in comparison with today: The current state of the art is being embodied, for example, by a brand-new Chevrolet Corvette Z06 with 659 bhp.

For tuners, the Essen Motor Show is a festival: Here, numerous manufacturers are presenting new vehicles and accessories for the coming season. The represented members of the Association of Automobile Tuners (VDAT) include ABT Sportsline, BBS, Brabus, Eisenmann Exhaust Systems, H&R Spezialfedern, KW automotive, OZ Deutschland, Remus Innovation and Sonax. Moreover, hip tuning forges such as JP Performance, Liberty Walk, Sidney Industries and Vossen Wheels are going to the starting line in Essen. On the occasion of the start of the fair, VDAT is unveiling the new campaign vehicle of the TUNE IT! SAFE! initiative: a tuned sports car in a police look which promotes safe tuning.

The Tuning Trends: Racing Look and Classic Cars

The special show called the tuningXperience in Halls 1A and 3 is the tuning trend show par excellence: Around 160 private owners from Europe are presenting their often prizewinning vehicles. Here, many of the parts offered at the Essen Motor Show can be admired in the assembled condition. The spectrum of the exhibits ranges from the moderate daily driver to the detail-loving high-end showcar. Vehicles in motorsports looks are trendy, frequently with wide bodies, large wings and carbon parts. The appearances are often completed by sporty brake systems and wheel rims as well as by film applications in motorsports designs. Also hip: tuned youngtimers, particularly from German makes such as Audi, BMW, Mercedes-Benz, Opel, Porsche and VW.

The heart chamber of the Essen Motor Show is the Motorsports Arena in Hall 4: Here, the engines are roaring, the tyres are screeching and the adrenaline level is rising up to record-breaking values. The racing atmosphere is enticing thousands of visitors into the arena every day. The programme features drift shows, taxi rides for visitors and presentations by the exhibitors. In the neighbouring pit lane in Hall 5, everything is also revolving around motorsports: Racing series and circuits such as the Hockenheimring and the Nürburgring have their booths here.

More Than a Tuning Fair

The Essen Motor Show is more than a pure tuning fair. That is also being shown by the Classic & Prestige Salon in Halls 1 and 2 organised by S.I.H.A. This "fair within a fair" is regarded as the grand finale of the season for connoisseurs' vehicles. In

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In addition to two special shows with super sports cars and film cars, hundreds of exquisite classic cars are on sale here. Most of them have sporty touches and thus fit into the range on offer at the Essen Motor Show in an outstanding way.

In Hall 3, a selection of design cars and crazy cars is awaiting those people who like it even more individual. These eccentric one-offs are showing that a lot is possible beyond each series: either as a daring design for the future of mobility or simply as a funmobile. Both have their places at the Essen Motor Show which also offers a permanent setting to e-mobility. The car sharing provider RUHRAUTOe is presenting a selection of electrically driven vehicles in Hall 3. These include the fair premieres of the following models: BMW i8 Roadster (2018), Nissan eNV200 (2018), Renault Master Z.E. 33 (2019), Renault ZOE Z.E. 40 (2018) and Tesla Model 3 (US) (2018).

Further information: www.essen-motorshow.de