Fantastic Mood Amongst Exhibitors at and Visitors to the Performance Festival

The 52nd Essen Motor Show has crossed the finishing line successfully: Over 360,000 visitors came to Messe Essen from November 30 to December 8 (Preview Day: November 29). The fans enthusiastic about cars came from Germany as well as, above all, from the Netherlands, Belgium and Austria. The range offered by the more than 500 exhibitors was characterized not only by discreet and noble tuning but also by motorsports. Moreover, vehicles with sustainable drives were a part of the show. The concept of the performance festival came off perfectly: According to a survey, the Essen Motor Show again scored points with its visitors particularly due to its experience character.

"That was a success all down the line. The Essen Motor Show has once more shown that it is unique worldwide. Here, it's about enthusiasm and emotions and the visitors can get in, experience and join in. The mood amongst the exhibitors and the visitors was outstanding," Oliver P. Kuhrt, CEO of Messe Essen, summarized the festival's success. Hermann Tomczyk, the Sports President of the General German Automobile Club (ADAC), also drew a positive conclusion: "The Essen Motor Show 2019 was an accomplished event and the unwaveringly great interest in it shows what high relevance motorsports and sporty vehicles continue to have for the numerous visitors. In addition to our classic motorsports program, we have shown the public enthusiastic about automobiles two new and innovative forms of motorsports, i.e. the Opel Corsa-e and the ADAC GT Masters eSports Championship."

Motorsports Arena and tuningXperience Are the Evergreens

The major attractions amongst the special shows once more included the Motorsports Arena and the tuningXperience with around 160 scene vehicles from Europe. Also popular: the "Power of Motorsports" special show which presented, amongst other vehicles, a replica of the Ford GT40 from the feature film entitled "Ford v Ferrari". As its origin, racing has remained closely connected with the performance festival in Essen until today: "This year, the Essen Motor Show has shifted up a gear yet again. On the ten days of the fair, it presented itself to the visitors on top form and polished to a mirror finish. For the German Sports Drivers Circle with its around 13,000 members, the fair is one of the most important events of the year," according to Dr. Karl-Friedrich Ziegahn, President of the German Sports Drivers Circle.

For around half of the fans, the Tuning & Lifestyle range on offer was decisive for their visit. Above all, products which improve the optical appearance were trendy, e.g. chassis components, LED headlamps and alloy wheels. Moreover, numerous exhibitors celebrated the tuning lifestyle with high-quality garments and accessories in their available ranges. So many beautiful things awaken the joy of consumption: 62 percent of all the visitors are definitely certain that their next automobile will be a tuned model.

Premiere at EMS: the First Tuning Guide as an App
At the Essen Motor Show, great significance is attached to safe and reputable tuning. For example, the TUNE IT! SAFE! initiative which is supported by the Association of Automobile Tuners introduced not only its new campaign vehicle but also the first tuning guide as an app. No matter whether wheels and tires, chassis, brakes, light and sight, attachments, engine, exhaust system or interior - the guide deals with all tuning measures. Furthermore, the user can chat with the virtual tuning expert called MR. SAFE T., take a 360-degree photo of his/her own vehicle and measure the sound level. Thus, all tuning subjects are available in a compact form in one app which can be downloaded for iOS and Android.

The fans of classic vehicles also got their money’s worth in Essen: In the Classic & Prestige Salon in Halls 1 and 2, more than 250 vehicles were available for sale. Brabus Classic presented one absolutely special vehicle, i.e. a Mercedes-Benz 300 SL Roadster which is worth Euro 1.89 million and promptly collected the prize as the most beautiful classic car at the Essen Motor Show. In addition to high-quality classic vehicles, the Classic & Prestige Salon also presented affordable vintage vehicles and youngtimers such as BMW Isetta, Fiat Cinquecento, Opel Kadett and VW Beetle.

**Appetites Whetted in Essen: High Buying and Ordering Activities of the Visitors**

Sporty vehicles constitute a market worth billions. That was also shown by the Essen Motor Show: 81 percent of the visitors used the performance festival for shopping and ordering. Nearly three quarters of the visitors still want to buy or order something after the Essen Motor Show. The range offered by the exhibitors convinced the fans all down the line: 95 percent were completely satisfied or satisfied, a substantial rise in comparison with last year (88 percent).

This show delivers what its promises: All in all, 93 percent were completely satisfied or satisfied with their visit to the Essen Motor Show (in 2018: 90 percent). Even now, 94 percent are already planning to visit the performance festival again when it takes place at Messe Essen from November 28 to December 6, 2020 (Preview Day: November 27).
The China Essen Motor Show celebrates successful second lap

China is a growth market - also for the international tuning industry. This was demonstrated by the successful second edition of the China Essen Motor Show, which attracted more than 95,000 visitors to the China Import and Export Fair Complex in the Guangzhou metropolis with millions of inhabitants from 22 to 25 November 2019. Around 70 exhibitors and over 100 brands presented their portfolios to tuning enthusiasts, including international big names such as KW, H&R, Prior Design and Vogtland as well as Chinese manufacturers such as TGPM, Honda Access, Mugan and TRD. For the first time, German companies had a joint stand which was sponsored by the Federal Ministry for Economic Affairs and was used by eleven companies. The organizers of the Chinese performance festival are the China United Rubber Corporation, the Guangzhou Zhanlian Exhibition Service and Messe Essen. The China Essen Motor Show took place parallel to Auto Guangzhou, which is one of the largest automobile fairs in China.

Once again, Guangzhou confirmed itself as the right location for China's performance show. As located in one of the country's most important business locations, situated in the Pearl River Delta and close to Shenzhen and Hong Kong, the second China Essen Motor Show achieved a new visitor record with over 95,000 car fans. A new exhibition hall provided a highly attractive presentation of the available services. Due to the direct connection to Auto Guangzhou, many visitors took the opportunity to visit both events. Especially the exhibitors on the German joint stand, which was sponsored by the Federal Ministry for Economic Affairs and Energy and the Association of Automobile Tuners (VDAT) for the first time, enjoyed a high level of attention.

"This year, the China Essen Motor Show has undergone significant further development and is well on its way to establishing itself as an integral part of Auto Guangzhou," explains Harald Schmidtke, Managing Director of the association.

With the "Future Block", the Chinese offshoot also took its cue from tuningXperience, which generates enthusiasm at the German parent event year after year: The exhibition of private show cars demonstrated the diverse facets which are possible in modern car tuning today. Live music provided a suitable clubbing atmosphere, the Chinese social media star "Liu Liu Brother" attracted attention among the Chinese audience and traffic on the Chinese social media platforms. On the second day of the fair, there was an award ceremony where the best media partner, the best tuning car of the year and exhibitors were honored. Once again, the event confirmed the high future potential for the tuning industry and motorsports in China.

Exchange of ideas about economic potentials

The China Essen Motor Show was accompanied by a top-class supporting program. Representatives of the Federal Ministry of Transport and Digital Infrastructure, the Association of Automobile Tuners (VDAT) and Chinese authorities took part in a specialist conference on the topic of "China-Germany Conference on the aftermarket and transportation development". During an embassy reception on the German Pavilion, the German exhibitors had the opportunity to make further contacts with political representatives, associations and local producers.
The dates for the third China Essen Motor Show have already been set now: From 13 to 16 November 2020, China’s performance show in Guangzhou will enter its third lap.
Essen Motor Show with strong opening weekend

Performance festival inspired the visitors with new vehicles and a good mood

What a start: Again, over 130,000 visitors flocked to the Essen Motor Show at Messe Essen on the Preview Day and the first weekend. More than 500 exhibitors welcomed the fans with a fireworks display of sporty vehicles and many activities. VW presented, amongst other vehicles, the new ID.3, Skoda brought the Kodiaq RS and Octavia RS60 station wagon, and the General German Automobile Club (ADAC) scored points with the Opel Corsa-e Rally, a fully electric rally vehicle. One of the highlights of the Preview Day was the unveiling of the new TUNE IT! SAFE campaign vehicle: Next year, the initiative will promote serious and safe tuning with an ABT RS4-R in a police look.

"This was a great start to the 52nd Essen Motor Show. These days, Essen is the home of all car fans. We are particularly pleased about the good mood and peaceful atmosphere in and around the halls," says Oliver P. Kuhrt, CEO of Messe Essen. On top of that, there were prominent visitors: The TV star Robert Geiss visited the performance festival on the Preview Day and marveled at his Lamborghini Urus, which was refined by the tuning company Prior Design. Other familiar faces on the first three days of the festival included the motorsports stars Timo Bernhard, Max Hesse, Timo Scheider, Carrie Schreiner and Marco Wittmann. In addition, the scene stars Sidney Hoffmann and JP Kraemer as well as the model Veronika Klimovits took time for autographs and discussions with their fans.

Emotional honors for Gerhard Berger and Niki Lauda

An emotional highlight took place in the evening of the Preview Day, when the motorsportsmen Gerhard Berger and Niki Lauda were honored for their life's work by Auto Bild at the Race Night. His son Lukas accepted the prize on behalf of the late Lauda. As another highlight, Fabian Kreim received an award as the Rally Driver of the Year. Fans of his sport should make a note of the weekend: Then, Ken Block, an international rally star, will come to Essen.
29.11.2019

The performance festival for all car fans

Essen Motor Show opens at Messe Essen from 30 November to 8 December

It's all about cars here: From 30 November to 8 December (Preview Day: 29 November), the Essen Motor Show, the performance festival for all car fans, will open at Messe Essen. More than 500 exhibitors and over 300,000 expected visitors will create great emotions throughout the exhibition grounds. As Europe's leading event for sporty vehicles, the Essen Motor Show will offer sports cars, tuning & lifestyle, motorsports and classic cars. Entertainment will also be provided by the Motorsports Arena and exciting special shows. New this year: a separate exhibition with well-known cars from the history of racing.

Fans of sporty production vehicles will not be able to avoid the Essen Motor Show. Well-known manufacturers and suppliers will present themselves in Hall 3: In addition to ADAC as the ideal sponsor of the performance festival, the public can expect, among other exhibitors, the Mercedes Fan World as well as appearances by KW, the Porsche Carrera Cup Deutschland, Skoda, Volkswagen and ZF. The special show called "Power of Motorsports" encompassing different series will give its premiere with 16 racing cars and its highlights will include a Ford GT40. Crazy cars and design cars will also move between artistically valuable and trend-setting in the immediate vicinity, including a car in a James Bond look and an electric study inspired by Leonardo da Vinci.

Tuning conquers clubs and cities

Tuning enthusiasts from all over Europe will travel to Essen to experience new trends. That's why the Essen Motor Show will dedicate no fewer than five halls to the theme of tuning & lifestyle. The exhibitors' offerings will range, among other items, from wheels and tires via chassis and car hi-fi to care products and accessories. Anyone flirting with a refined new car or wanting to have their car modified by a professional will have a look at one of the many tuners in Halls 5, 6, 7 and 8. Many exhibitors will supply the right clothing at the same time: Shirts, hoodies and caps will transport the tuning lifestyle to the clubs and onto the road.

With the initiative called TUNE IT! SAFE! and the Association of Automobile Tuners in Hall 7, the Essen Motor Show will be assisted by two partners who are committed to safe and serious tuning. According to the association, products which improve the optical appearance, such as light alloy wheels, chassis components and LED headlamps, are the main trend. Many owners decide to use a vehicle which is already extensively equipped ex works as a basis in order to individualize it. Visitors to the Essen Motor Show can admire the results at tuningXperience in Halls 1A and 3. The special show will comprise around 160 of the most beautiful scene vehicles from private hands - from daily drivers and motorsports cars to moderately tuned classics.

Customer sport and track days are the trends in motorsports

Motorsports will have their home in Halls 4 and 5 where the German Sports Drivers Circle (DSK), the
Hockenheimring, the Mustang Owners Club, the Nürburgring and the VLN, among others, will present themselves. In the Motorsports Arena in Hall 4, exhibitors will show new vehicles and racing athletes their skills. Those who want to step on the gas themselves can make the right contacts in Essen: Many sports car manufacturers will lure their buyers with their own racing cars in which the hobby drivers can compete in one-make cups. The track days from suppliers such as DSK are cheaper: at these driving training sessions, car owners can take their vehicles onto a racetrack and improve their skills there.

Sports cars have been inspiring their fans since the early 20th century. And they take their drivers and viewers back to a time believed to be long forgotten. In which not everything was better but, in the eyes of many classic car enthusiasts, driving a car was still genuine and unadulterated. This fascination will become noticeable in the Classic & Prestige Salon organized by S.I.H.A. under the roof of the Essen Motor Show. More than 250 classic automobiles will be for sale in Halls 1 and 2 and will exude the scent of the past. There will also be several special shows with not-for-sale super sports cars and well-known vehicles from films and TV.

**Buy tickets online and travel to the performance paradise without any waiting times**

Tickets for the Essen Motor Show are available at a reduced price online at www.essen-motorshow.de. A day ticket costs 15 euros there. The performance festival will be open from 9 am to 6 pm on the Preview Day (29 November) as well as on Saturdays and Sundays and from 10 am to 6 pm during the week.
Between crazy and visionary: automotive works of art and studies at the Essen Motor Show

Italdesign pays tribute to all-round genius Leonardo da Vinci with electric study

A pop art work of art in the James Bond style, an exclusive sports car and an electric study inspired by one of the most famous scholars of all time: These will be just a few of the crazy cars and the design cars at this year's Essen Motor Show at Messe Essen from 30 November to 8 December (Preview Day: 29 November). In addition to the offerings of more than 500 exhibitors, the performance festival will present automotive works of art and pioneering studies in Hall 3. The spectrum of models will range from pure fun vehicles to sophisticated designs for tomorrow's mobility.

Film lovers will look at this vehicle at least twice: The Leipzig pop art artist Michael Fischer will present a Rolls Royce in the James Bond look in Essen. The basis for Fischer's creation is a Silver Shadow II from 1978, at the time one of the absolute top models in the luxury class. With his striking comic-like painting style, Fischer created a crazy painting on four wheels that is ready to drive. The theme of the painting is the Goldfinger film from 1965. The stocky North Korean mercenary Oddjob is depicted on the trunk lid with a radioactive atomic case, just like the gold-covered Jill Masterson is immortalized on the side of the vehicle.

Beware of the snake! This Buick Riviera is more than a coupé

Other eye-catchers at the Essen Motor Show will include the Buick Riviera Rivtile by Jürgen Book from Münster. The original car for the crazy car was a Buick Riviera from 1972. Book made it unique, reminiscent of a reptile and showing what is possible with water-based paints. The bolide measures a proud length of 5.52 meters, weighs 2.2 tons and has about 350 hp. In eight years, the Buick Riviera Rivtile was assembled from parts of about 2.5 cars. In particular, the individual paintwork by Gerd Müller, the European Champion of the Custom Painters in 2007, makes the car a masterpiece. The interior bears the name "Boa Constrictor Limone Metallic".

In the next exhibit, not only the interior is metallic: As a sculpture made of scrap metal in the original size and with unique attention to detail, an F1-2000 can be seen at the Essen Motor Show, welded together from thousands of individual parts. The material is recycled scrap metal from car, motorcycle and truck parts. The production time was two months. The car sculpture weighs 1.2 tons and was commissioned by Michael Schumacher's Kart and Event Center in Kerpen. The F1-2000 is one of the most important racing cars in Ferrari's motorsports history because, with this type, the Italian brand won a driver's title in the Formula 1 World Championship again in 2000 after more than 20 years - Michael Schumacher was at the wheel.

Brabus high-end tuner comes to Essen with powerful off-road vehicle

The tuning specialist Brabus from Bottrop in the northern Ruhr region will present the B40S-550 based on the Mercedes-Benz G500. The power of the 4.0-liter V8 biturbo engine is upgraded from 422 hp to 550 hp with a...
 software update and the torque from 610 Nm to 800 Nm. The off-road vehicle accelerates up to 100 km/h in just 5.5 seconds and reaches a top speed of 220 km/h. This makes it a remarkable 0.2 seconds faster to 100 km/h than the standard Mercedes-Benz G500 - and 20 km/h more at its top speed. The Brabus company was founded in 1977 and quickly became known as a global high-end tuner for Mercedes-Benz models.

Italdesign's new coup goes in a completely different direction. On the five-hundredth anniversary of the death of the all-round genius Leonardo da Vinci, the Italians will show their latest design study. The DaVinci is a four-seater Gran Turismo with an electric drive. The car can accommodate two electric motors and there is space for the batteries in the floor pan. There are three screens in the cockpit: one to replace the instruments, one in front of the passenger and a third in the center tunnel. The central display allows the user to control the infotainment, the air conditioning and more. The study could go into series production with just a few adjustments.

**Rinspeed presents future-oriented electric vehicle**

Another study will be presented by the Swiss Frank Rinderknecht. The automobile designer has refined and scaled down his Snap creation which was presented last year and consists of two separable parts. The chassis of the vehicle now called Microsnap is only 2.62 m long and 1.33 m wide. The Microsnap is a small transport system consisting of a chassis and a body and is best used in the city - so to speak, as a forwarding agent for the last mile. However, in combination with a passenger cabin, it can also carry up to two people. An electric motor with 13 kW and 57 Nm serves as the drive. The range is around 95 km and the maximum speed 75 km/h.

The RUF manufactory from Pfaffenhofen will bring its new sports car called CTR Anniversary to Essen. In 2017, the automobile manufacturer presented a prototype based, for the first time, on a one-piece carbon fiber chassis (monocoque) designed and manufactured entirely by RUF. Its type abbreviation CTR was reminiscent of the legendary "Yellow Bird", the first RUF biturbo coupé which caused the world of super sports cars to marvel 30 years ago. This prototype was refined and is now being produced in a small series. The self-construction is visually similar to a Porsche 911 in the 964 series. The flat six-cylinder boxer engine with 3.6 liters displacement at the rear delivers 710 hp. The car has a top speed of 360 km/h and weighs 1200 kg.

Further information: www.essen-motorshow.de
These are the products and innovations at the Essen Motor Show 2019

Electric production and racing vehicles from Opel, Skoda and Volkswagen

For car fans, it's a land of milk and honey. More than 500 exhibitors will present their products and innovations at the Essen Motor Show from 30 November to 8 December (Preview Day: 29 November). The range at the performance festival will include everything to do with sports cars, tuning, motorsports and classic cars. An overview of all the announcements submitted so far can be found under [Products and Trade Fair News](#). The selection will range from production vehicles and racing cars - with and without electric drives - to crazy accessories such as tire spray with a glitter effect and tuning via voice control.

Volkswagen will present the ID.3, the first Wolfsburg car designed purely as an electric car. The vehicle is 4.26 meters long, has a range between 330 km and 550 km and costs starting from 29,900 euros. The standard drive is in the form of a rear drive via a synchronous machine which is excited by permanent magnets arranged on the rear axle and has an output of up to 150 kW (204 hp). The ID.3 marks the beginning of a new, dynamic era in the world of electric mobility. The "conventional" models on display will include the new T-Roc R. The crossover model with a powerful 300 hp accelerates from zero to 100 km/h in just 4.8 seconds.

Skoda puts on a sporty appearance and shows the Octavia Estate RS60 and Kodiaq RS

Skoda will present a cross-section of its sporty models, for example the Octavia Estate RS60 with a top speed of 244 km/h or the Kodiaq RS: The SUV achieves impressive driving performances with 240 hp. The new Kamiq Crossover can also be seen in the Monte Carlo version - just like the Fabia small car and the compact Scala. The Kamiq Monte Carlo comes in Velvet-Red Premium Metallic with a 115 hp three-cylinder 1.0 TSI engine and a dual-clutch DSG gearbox. Skoda will also show the Citigo iV and the Superb iV, the brand's first two electrified production models. Motorsports fans can expect the Fabia, in which Fabian Kreim and Tobias Braun won the 2019 German Rally Championship. The car can be seen on the stand of the General German Automobile Club (ADAC).

ADAC, the ideal sponsor of the Essen Motor Show for over 30 years, will also show the Opel Corsa-e Rally, with which the world's first one-brand cup for electric vehicles will be staged in 2020. The fans can also expect, among other vehicles, the Hyundai i20 WRC (winner of the brand classification in the 2019 World Rally Championship) and the Audi 8 LMRS, with which Kevin van der Linde and Patric Niederhauser won the ADAC GT Masters Series this year. The Porsche Carrera Cup Germany will also rely on a winner type: The Stuttgart team will show the victorious car of Julien Andlauer, the 911 GT3 Cup.

The legend returns: Toyota GR Supra

At the Essen Motor Show, Lackas Rhein-Ruhr will present the new GR Supra in Hall 3. The sports car remains true to the heritage of past Supra generations and the Toyota icon 2000GT. Fans can look forward to an inspiring mixture of agility and handling precision. The new edition of the sports car owes this to the combination of a short wheelbase, a wide track, a low weight, a low centre of gravity and a high-strength body. The fine tuning of the agility, the stability and the handling was done by the racing pros from Toyota Gazoo.
Racing (GR). They tested the GR Supra especially on the Nordschleife of the Nürburgring and on the surrounding roads.

The Mercedes-Benz tuner Carlsson will use the Mercedes FanWorld in Hall 3 to present its version of the G 63. With the Carlsson performance upgrade, the engine delivers around 700 hp. The appearance of the G 63 has also been changed. With an aero package consisting of a front spoiler, side skirts with integrated exhaust tailpipes and a rear apron attachment, this G 63 looks sporty and elegant despite its off-road genes. Also on the Mercedes fans' stand - among many other vehicles: the Mercedes 450 SLC 5.0, with which the brand achieved a five-time victory at the South America Rally in 1978.

**Tire spray: Here comes the glitter effect**

The rims are sexy, but the already grey tires are simply a turnoff? With the new tire spray from FOLIATEC®.com in Hall 6, the sidewalls will not only shine blacker than ever before, but will also be provided with a cool and long-lasting glitter effect. The tire spray lasts up to several weeks depending on the weather and the distance driven. Of course, this styling measure is particularly effective when the car is in motion. And what if, after a while, you suddenly don't like it anymore? No problem: Simply remove it again with water and a brush.

From now on, DTE Systems in Hall 7 is the first tuner ever to offer the PowerControl app also with voice control for the Apple iPhone. With the Siri voice control (from iOS 12), the driver can store the most important shortcuts in the tuning app in a personalized form. This allows the different driving programs to be set or the tuning to be switched on and off with a word. The performance of the real-time values can also be easily displayed on a voice command.

**World premiere with new performance bucket seat**

For passionate motorists who appreciate dynamics, feedback and a unique driving experience, Recaro Automotive Seating will have a surprise in store in Hall 3: The world's leading manufacturer of performance car seats will use the big stage of the Essen Motor Show to celebrate a world premiere with the fans. Ultimate performance on the road and the racetrack, cool design and the finest workmanship - these are the first key words about the new seat from Recaro. Visitors will be able to see that for themselves in Essen.

Further information: www.essen-motorshow.de
Classic & Prestige Salon at the Essen Motor Show 2019:

Attraction with a tradition: For the 38th time, the Classic & Prestige Salon will take place within the Essen Motor Show from 30 November* to 8 December

- Fascinating conclusion to the 2019 classic, collectors' and connoisseurs' vehicle season

- Exquisite classic sports and racing cars for sale at Germany's oldest classic car sales salon

- Three great special shows with automotive passion:
  - Five decades of super sports cars bursting with power
  - Fascinating car stars from TV and cinema: Spectacular racing touring cars from the new racing series called "Touring Car Legends"

After the great success of last year, the 38th Classic & Prestige Salon at the Essen Motor Show will occupy two of the eight halls in 2019, too: On around 17,000 square meters in Hall 1 and Hall 2, the classic car exhibition within the performance festival will document that it is one of the most important supporting pillars of Germany's largest annual motor show. This year again, more than 300,000 visitors are expected at the show for "Automobiles, Motorsports, Tuning, Classic Cars, Show & Action" - enthusiasts with passion and excitement for powerful, individual and historically significant automobiles.

With the impressive appearance of the Classic & Prestige Salon at the performance festival, the 52nd Essen Motor Show will demonstrate the great importance of the subject of classic cars at the end of the season. Here, any people interested in classic cars will find the quintessence of the international range available from the fields of classic cars, young classic cars, historic motorsports and classic and prestige automobiles in the more than 250 offers from renowned dealers, such as Brabus Classic from Bottrop.

In addition to high-quality classic cars, the Classic & Prestige Salon will also present numerous affordable vintage cars and youngtimers: The BMW Isetta - "Bubble Car" - will be represented, as will the indestructible...
VW Beetle, the Fiat Cinquecento or the Opel Kadett. There will be something appropriate for almost every
taste and budget.

Since 1982, Germany's oldest classic car salon has developed into a showcase for the vintage car and
youngtimer scene and an attractive, high-level classic car marketplace. Moreover, lovers of historic
automobiles will discover everything that belongs to their hobby: accessories, services, tools, literature, model
cars, art, automobilia and club presentations.

Meanwhile, the main attractions of the Classic & Prestige Salon will again be the special shows of the
organizer S.I.H.A.. A large presentation of exclusive super sports cars from the last five decades will be
fascinating in Hall 1. Particularly spectacular: In cooperation with FordStore Hagemeier from Halle, S.I.H.A. will
inspire connoisseurs with one vehicle from each of the three generations of the legendary Ford GT 40. Super
sports cars such as the first Koenigsegg to be built or a Bugatti EB 110 to mark the 110th anniversary of the
brand and the Bugatti Chiron will make the sports car show an incomparable event.

The second special show in Hall 2 will feature spectacular cars which played leading roles in film and
television. The "Tumbler" from the "Batman Begins" film from 2005 will cause a sensation in Essen. And the
tuned Opel Manta which is one of the stars in the "Manta, Manta" film together with Til Schweiger will appear
for friends of German films. The legendary De Lorean with the "Flux Compensator" from the film trilogy entitled
"Back to the Future" will be the next in line. Furthermore, the legendary K.I.T.T. ("Knight Industries Two
Thousand") - a modified black Pontiac Firebird Trans Am which can think, talk, and drive himself and plays
one of the leading roles in the American TV series called "Knight Rider".

The racing series called "Touring Car Legends" will celebrate its premiere at the Classic & Prestige Salon.
Founded in January this year, the initiators have so far staged six races with racing touring cars from the
1980s and 1990s - also with stars such as Ellen Lohr and Klaus Ludwig. The motto of the racing series:
"Racing with friends". The touring car special show at the Classic & Prestige Salon will feature fireballs such as
the Audi V8, and the Mercedes-Benz 190 2.5-16 Evo 1 and Evo 2, plus a hot Fiat Ritmo, an Alfa Romeo 75
and other rarities.

Visitors to the fair will experience another major premiere in Hall 1:

PS professional and tuner Sidney Hoffmann presents unique cars in the typical Sidney Industries look with his
new classic division Automobile - among others a Nissan Skyline GTR, a Porsche 964 and 993 as well as a
VW Golf I. An appearance that will inspire the fans of tuned and refined classics as well as youngtimers.

To give international classic car dealers an additional incentive to present only the best of the best from their
ranges in Essen, there will, as is a tradition, be a Concours d'Elégance again this year. A jury of internationally
esteemed classic car experts will select the most interesting automobile from the dealers' ranges as the "Best
of Show".

Charity campaigns will also be a subject: the organizer S.I.H.A. will support campaigns such as the "Children's
Heart Foundation" during its presentation on the Sidney Industries stand. With its "Vintage Car Donation
Campaign", it will also give the Giessen Counseling Center the opportunity to present itself at the Classic &
Prestige Salon and to celebrate the 25th anniversary of its "Vintage Car Donation Campaign".

This will make the Classic & Prestige Salon at Europe's largest annual motor show a season finale and, more
than ever, an absolute must for established connoisseurs and young beginners alike as well as, at the same
time, a foretaste of the world fair for classic automobiles - the 32nd Techno-Classica Essen in March next
year.

Further info at: www.siha.de and www.essen-motorshow.de
06.11.2019

Performance festival presents fascinating racing vehicles

Essen Motor Show with big special show called "Power of Motorsports"

For over 100 years, motorsports have thrilled their fans. That is particularly true of automobile sports whose first race took place from Paris to Rouen in 1894. It's not just a matter of sporting competition and entertainment: Motorsports have been and are the pioneer of many technological innovations which find their way into series production: Rear-view mirrors, disk brakes, fine-tread tires and many other developments have become indispensable on the road. From 30 November to 8 December (Preview Day: 29 November), the Essen Motor Show will present a special show with 15 vehicles representing the fascination of all aspects of the world's fastest sports.

One of the most legendary exhibits in Hall 3 will be the Ford GT40 well-known from the feature film entitled "Le Mans 1966". The racing car won the World Sports Car Championship in 1966 and 1968 and the 24-hour race in Le Mans, the most important sports car race in the world, four times in a row from 1966 to 1969. The car was created because the then Ford boss Henry Ford II wanted to take over the leading Italian sports car company Ferrari at the beginning of the 1960s but failed with the Ferrari boss Enzo. Almost out of anger, Ford II decided to beat Ferrari in motorsports with his own car. The rest is history.

Icon with disk brakes: Jaguar C Type

The special show will also feature the C Type with which Jaguar made it into the elite class of the car companies which have won the 24-hour race in Le Mans and the World Sports Car Championship. Based on the XK 120 production model, the C Type with 205 hp was developed in 1951 and won in Le Mans immediately: Peter Walker and Peter Whitehead were the drivers. In 1953, the performance was increased to 220 hp and the C Type was fitted with four disk brakes: With this equipment, it won in Le Mans for the second time and was the first vehicle to achieve an average of over 100 miles per hour. A victory with consequences for everyday life: The disk brake is the most common design in motor vehicles today.

Automobile sports cast spells on their fans in the USA, too. In 1949, the NASCAR (National Association for Stock Car Auto Racing) racing series was founded in Daytona, Florida. It featured USA road cruisers which were modified for the races and had enormously increased performances. The race version of the 1979 Oldsmobile Cutlass shown in Essen, for example, produced 850 hp from its V8 5.7-liter engine. The production vehicle had only 160 hp as standard. Both then and now, the races were mainly staged on oval courses with banked curves. Every year, more than 30 championship races with 40 starters are on the program of the most popular racing series in the USA every year.

Touring car icon from Mercedes-Benz

Mercedes-Benz fans will also get their money's worth in the special show: from 1994, the brand with the star
entered the C-Class in the DTM, which was to become the most successful racing car in DTM history. One of the official factory drivers was Roland Asch. The first victory was already gained on the second race weekend - at the end, it secured the driver's title with Klaus Ludwig and the manufacturers' classification. A C-Class driver won the championship title in the second year, too: Today's DTM record champion Bernd Schneider celebrated the first of his six DTM/ITC championships with Mercedes-Benz. Between 1994 and 1996, the C-Class won a total of 34 out of 74 DTM and ITC races. In 1994, the car had a six-cylinder engine with a displacement of 2499 cc and an output of approximately 430 hp. By 1996, the performance had been increased to about 500 hp.

All the vehicles in the special show called "Power of Motorsports":

- Audi R8 (GT3)
- BMW M3 (DTM)
- BMW M4 (GT4)
- Ford GT40 (MKII)
- Honda Civic (TCR)
- Jaguar C Type (Le Mans/Mille Miglia)
- Late Model V8 (Nascar Whelen)
- Mercedes C-Class (ITC)
- Oldsmobile Cutlass (Nascar)
- Opel Astra Turbo (RCN)
- Porsche 924 R (Group 4)
- Porsche Carrera RS (Group 4)
- Porsche Carrera RSR (Group 5)
- Skoda Octavia 1.8t (GT28)
- Tatuus (Formula 4)
Discreet, noble and sometimes even sustainable: these are the trends on the tuning scene

Essen Motor Show presents special show with around 160 vehicles from Europe

From 30 November to 8 December (Preview Day: 29 November), the tuning world will meet at the Essen Motor Show at Messe Essen. With more than 500 exhibitors, the performance festival will be the most important meeting place in Europe. Although it is often a question of "deeper, faster, wider", a new trend is also emerging: many owners are increasingly focusing on discreet, noble appearances for their vehicles and are also devoting themselves to sustainably powered models. In the special show called tuningXperience in Halls 1A and 3, visitors to the Essen Motor Show will experience the best models of the tuning season - from the latest state of the art to rustic classics.

The 160 or so vehicles will be privately owned and will come from all over Europe. They will include several world and German premieres built by their owners especially for this year's Essen Motor Show. tuningXperience will cover nearly all current tuning styles: from daily drivers and US cars via performance fireballs and youngtimers up to vehicles in the VIP style and models held close to series production in the OEM style. These will be not only vehicles with road approval but also pure showcars whose owners have refined them throughout.

Safety and comfort meet models with unadulterated driving experiences

"With us, everyone will get their money's worth: we will show not only state-of-the-art vehicles with modern safety and comfort but also more rustic youngtimers offering unadulterated driving experiences," says Sven Schulz, organizer of tuningXperience, describing this year's focus of the exhibition. "Many owners emphasize the original lines of their vehicles instead of destroying them. The trend is towards an elegant, unobtrusive design with hidden highlights and details. At tuningXperience, this development can be seen in international vehicles from Belgium, Germany, England, Finland, France, Luxembourg, the Netherlands, Austria, Sweden and Switzerland."

The range of models this year will extend from small cars such as Mini Roadster, Polski Fiat 126p and Smart ForTwo through mid-range vehicles à la Audi A4, BMW 3 Series and VW Golf up to luxury class representatives such as BMW 650i and Mercedes-Benz S-Class. The classics in the line-up will include Audi 100 (C1), Audi Urquattro, BMW E9 3.0 CSi, Opel Ascona A and VW Caddy 1. At the other end of the timeline, there will be new models such as Audi RS5, Porsche Cayman S and VW Touareg 3 R-Line. Even with exclusive sports cars, there is still more to be done in terms of design and performance: Audi R8 V10 Plus, Jaguar F-Type R, Lamborghini Aventador and Porsche 911 GT3 will be examples of this.

Electrified: tuned versions of Tesla models and VW Polo

E-mobility does not stop at the tuning scene either and many tuners are open-minded towards it. Although the
vast majority of vehicles still have combustion engines, sustainably powered models have long since gone beyond their former exotic status. The highlight of tuningXperience in this respect will be the Polo "edriver concept" by Julien Boyer from France who, after years of detailed work, gave the small car an electric drive and a remote control via an app. Visitors can also look forward to tuned Tesla vehicles.

Japanese models are traditionally popular among Europe's tuners. The representatives at tuningXperience will include Honda S2000, KIA Ceed-GT, Mazda MX-5, Mitsubishi Lancer Evolution, Nissan Skyline and the GT86 and Supra models from Toyota. In contrast to Japan which is characterized by a lack of space, the cars literally take up more space almost 10,000 kilometers further east as the crow flies: The American way of drive is characterized by generously dimensioned bodies and engines. For example, Cadillac CTS-V Sport Wagon, Dodge D100 and Ford Mustang GT will be on show in Essen.

Spotted in Essen: De Tomaso Pantera, Honda Accord and Lexus GS300

Car fans feel special joy when they see vehicles that are not on the road every day. At this year's tuningXperience, this category will include De Tomaso Pantera, Honda Accord, Lexus GS300, Moskwitsch-408, Renault R5 Turbo and Volvo P245. Visitors to the Essen Motor Show should therefore keep their eyes open in every respect.
Asia's performance show from 22 to 25 November: Great exhibitor interest in the China Essen Motor Show

H&R, Vogtland, Prior Design and others present themselves in Guangzhou

The Chinese market is of great importance to German companies involved in all aspects of sporty cars. This is being impressively demonstrated by the strong interest in the first German joint stand at the China Essen Motor Show. Eleven strong brands will show their presence and, under the umbrella brand "Made in Germany", will take the opportunity to present themselves to the automotive enthusiasts in Guangzhou from 22 to 25 November 2019. Exhibitors will include Vogtland Autosport, H&R Spezialfedern, Prior Design and P.A.D. Werbeagentur, VDAT, E-Mags Media, DHL Trade Fairs & Events GmbH Formel E, Ring1.de Media Service, PURE Energy Getränke, INTAX Innovative Fahrzeuglösungen and Messe Essen.

The German Pavilion is being sponsored by the Federal Ministry for Economic Affairs and Energy. The Association of Automobile Tuners (VDAT) is also supporting the German joint stand: "We are delighted that exhibitors are interested in the VDAT German Pavilion at the China Essen Motor Show. The participants can rely on professional organization and support and only have to take care of the essentials: customer contacts and product marketing. The Chinese market is an important source of sales for the German tuning and accessories industry - so the local presence is correspondingly important," explains Harald Schmidtke, Managing Director of the association.

All-round carefree package for exhibitors

As an international cooperation partner of the China Essen Motor Show, Messe Essen is offering all participants in the German joint stand an all-round carefree package. In addition to the stand space, this will include stand construction, a hostess service, a translator, a guided tour of manufacturers and wholesalers from the tuning industry as well as assistance with travel planning.

680,000 visitors to the Guangzhou exhibition grounds last time

The China Essen Motor Show will be Asia's performance show for sporty production vehicles, tuning and motorsport. The venue will be the China Import and Export Fair Complex in Guangzhou where AUTO Guangzhou, one of China's largest motor shows with more than 680,000 visitors last time, will take place parallel to the China Essen Motor Show. Located in the south of China, Guangzhou is a metropolis with millions of inhabitants and one of the most important industrial and trading locations in the world. Another advantage for German exhibitors at the China Essen Motor Show: since recently, the transport of exhibits from Germany to China has also been possible by rail - as a low-cost and fast alternative to airplanes and ships.

While registrations for the German joint stand have already been completed, regular stand areas at the China Essen Motor Show can still be booked. Interested companies will find further information and registration documents at:
Comments from exhibitors on the German joint stand:

Thomas Ebeling, Managing Director, E-Mags Media GmbH:

"Men In Benz go China! We are very happy to be part of the German Pavilion and the China Essen Motor Show. For us as a company for strategic communication, new media and events, the China Essen Motor Show offers exciting opportunities to further internationalize our community for fans and friends of the Mercedes brand. Among other things, we want to further expand and strengthen our online magazine Mercedes-Fans.de and Europe’s largest Mercedes festival SCHÖNE STERNE and open it up to even more Mercedes enthusiasts from all over the world."

Alexander Ferreira, Managing Director, Ring1.de Media Service:

"The China Essen Motor Show 2019 is a great opportunity to think outside the box and make new contacts. The presentation in the German pavilion and the organization by the experienced team of the Essen Motor Show are a great relief to be able to concentrate on the essentials."

David Schiwietz, Managing Director and Owner, PURE Energy Getränke GmbH:

"We market our Energy Drink in the most different countries and the Asian market constitutes a large portion of this. We are therefore looking forward to our appearance in the German Pavilion at the China Essen Motor Show. There, we will reach a target group to which the label “Made in Germany” is important because it stands for the highest quality."

Hartwig von der Brake, Head of Sales, H&R Spezialfedern GmbH & Co. KG:

"As a long-standing exhibitor at the Essen Motor Show, we were very excited when we heard about the China Essen Motor Show. The concept and the planning convinced us so much that we decided to make an extensive appearance in Guangzhou. The Asian market is very interesting for us and the China Essen Motor Show is the ideal platform to present our chassis components there."
Christian Klose, Sales Manager, Vogtland Autosport GmbH:

"First and foremost, our aim is to find further cooperation partners for the Chinese market in the tuning and OE sector and to build up a good network, collect more information and get an impression of the Chinese market in order to better serve the local marketplace with the corresponding products."

Andreas Belzek, Managing Director, Prior Design GmbH:

"The China Essen Motor Show will pave the way for us into a very exciting market. As a specialist for high-quality aerodynamic parts, alloy wheels and exhaust systems, we are looking forward to new contacts and customers. Personal contact is essential for this. We see enormous potential in China and anticipate a growing demand for parts and accessories there."

Gregor Klammer, Branch Manager, DHL Trade Fairs & Events GmbH Formel E:

"With our tailor-made logistics solutions for the motorsport industry, we are partners to several racing series worldwide. The German Pavilion at the China Essen Motor Show will be a perfect platform for us to present ourselves and make new contacts in a dynamic market. We are looking forward to our participation!"

Andree Höfer, Managing Director, P.AD. Werbeagentur GmbH:

"In the course of e-mobility, more and more Chinese automobile manufacturers and mobility providers are planning to enter the European market.

Our support these companies as a competent communication partner for the automotive and mobility sectors. This is why we are exhibiting at the China Essen Motor Show for the first time."

Jörg Hatscher, Managing Director, INTAX Innovative Fahrzeuglösungen GmbH:

"We are delighted to be able to participate in China together with other renowned automotive suppliers and the Essen Motor Show. Although we are already active in Asia and China, we believe that there is a market opportunity in the field of high-quality film applications. In addition, since we are primarily active in the demanding invoicing business with automobile manufacturers, who knows whether further contacts will be established there or not."
Advance Sales for the Essen Motor Show Begin

Visitors Can Secure Discounted Tickets Online from Now on

From November 30 to December 8 (Preview Day: November 29), the Essen Motor Show will increase the pulses of hundreds of thousands of fans at Messe Essen. More than 500 exhibitors will ensure a brimful available range and programme for everything to do with sports cars, tuning and lifestyle, motorsports and classic cars. From now on, visitors can secure discounted tickets in a convenient way at www.essen?motorshow.de. Online, a one-day ticket costs Euro 15 and the concessional price is Euro 12. The two-day ticket and a ticket for the Preview Day each cost Euro 27. Children under eight years of age will have free admission. The Ticket4You for four people including parking for Euro 60 is only available online.

The Essen Motor Show will be open from 9 a.m. to 6 p.m. on the Preview Day as well as on Saturdays and Sundays and from 10 a.m. to 6 p.m. on the other weekdays. This year, not only the regular exhibitors but also, amongst others, the Car Media World, several crazy cars and design cars as well as the Motorsports Arena will ensure great emotions in the aisles. The tuningXperience which will feature well over one hundred private tuning cars and will cover nearly all styles and trends will be another attention-grabbing event.

Everything That Performance Hearts Desire

At the Essen Motor Show, performance fans will find everything that their hearts desire. From new sports cars and motor vehicle parts via tuning and motorsports right up to vintage vehicles and tools. Numerous racers and tuners will use the festival for autograph sessions and meetings with their fans. Besides, a growing available range of fashion from hip labels on the scene which bring the enthusiasm for cars into the wardrobe at home will await the visitors. All year round, the users receive additional exclusive offers and information on the Essen Motor Show's fan pages on Facebook, Instagram and YouTube.
After the successful debut in 2018, the China Essen Motor Show is starting into the next lap. From November 22 to 25, 2019, the China Import and Export Fair Complex in the Guangzhou metropolis with millions of inhabitants will be transformed into Asia’s performance festival. Last year, 83 exhibitors presented their products on 30,000 square metres and that with success: 87,598 visitors came to the first edition of the fair. From now on, any interested firms can secure their booth areas for 2019 and, upon request, can book an all-round carefree package in addition. The registration documents are available online at www.essen?motorshow.de/automobilmesse/china?essen?motor?show/.

For the second time, the China United Rubber Corporation and the Guangzhou Zhanlian Exhibition Service are organising the China Essen Motor Show together with Messe Essen as the international co-organiser. Parallel to the racer in the sector (AUTO Guangzhou, one of the largest automobile fairs in China with over 650,000 visitors), the China Essen Motor Show will offer an excellent platform for the Chinese tuning sector.

In order to make it as easy as possible for German companies in particular to enter the Asian market, they will be able to take part in the German Pavilion for the first time this year. This will be the official joint booth of German companies whose participation in fairs worldwide is promoted within the framework of the foreign fair programme of the Federal Ministry for Economic Affairs. The federal participation will be supported by the Association of Automobile Tuners (VDAT). Moreover, the Federal Ministry of Transport and Digital Infrastructure has announced its intention to visit the fair. As exhibitors, the companies will present their products and services here under the trademark of ”Made in Germany”. German exhibitors are being offered an all-round carefree package at a preferential price. This will include services such as the booth area, the booth construction, the hospitality, a translation service, a sectoral tour in advance of the fair and an embassy reception. Registration for participation in the German Pavilion will be possible until July 26. From now on, any interested parties which would like to present themselves individually with their own booths can register via the above link.

In addition to sporty series vehicles, visitors and exhibitors can look forward to large Tuning and Motorsports areas. Precisely the subject of tuning is becoming ever more popular in China and offers great potential.
Exhibitors Profit from an Exclusive Early Bird Discount Until May 31

The preparations for the coming Essen Motor Show from November 30 to December 8 (Preview Day: November 29) are running. Now, a large number of strong exhibitor names are already definite for the performance festival at Messe Essen. After the absolutely successful past event, a lot of exhibitors secured their booth areas in one of the ten halls at an early stage. Anybody wanting to do the same as them will receive an early bird discount of ten percent on their booth rent still until May 31. The registration documents are available for downloading online at www.essenmotorshow.de.

In addition to the General German Automobile Club (ADAC), Hall 3 at the Essen Motor Show traditionally accommodates the manufacturers of automobiles, tyres and chassis. For example, Heinrich Eibach, KONI, Mercedes FanWorld, Skoda Auto Deutschland and Vogtland Autosport will go to the starting line there this year. Moreover, the expert organisation DEKRA Automobil and the motorsports dealer Sandtler will use the first-class environment for the presentation of their available ranges and services. "We are pleased that the exhibitors are interested in the Essen Motor Show at an early stage. In times like these, that is not a matter of course and strengthens us all the more in our focus as an experience-oriented performance festival instead of a classic fair," explained Ralf Sawatzki, Head of Project for the Essen Motor Show.

Motorsports with the German Sports Drivers Circle and the Nürburgring

Motorsports are the origin of the Essen Motor Show which commenced its victory procession in 1968 as the International Sports and Racing Car Exhibition Essen. At that time, attention concentrated on the successful cars in the past motorsports season. Until today, racing has been a supporting pillar in the foundations of the festival. That will be highlighted by the coming appearances of the German Sports Drivers Circle (DSK), the Nürburgring, the touring car legends and the VLN Endurance Championship on the Nürburgring in Hall 5.

The fair organisers are registering a veritable boom in the halls for tuning and lifestyle. "The demand for booth areas is unbridled on a high level. In particular, young tuning forges are expanding their sales by marketing not only their core business but also, to an increasing extent, content and fashion. As a festival, we are therefore deliberately opening ourselves up to the lifestyle subject without losing sight of our automobile focus," Sawatzki described a development from which the Essen Motor Show has profited greatly in recent times. For example, this year too: Hall 6 alone will accommodate a lot of names which are well-known on the scene, including Air Lift Performance, Arlows, MOMO as well as the fashion labels Camber, HOW DEEP? and Sourkrauts. Moreover, GEWE Reifengroßhandel, null bar/Streetec, Osram, Vossen Wheels, Wheelscompany and z Performance have confirmed that they will take part in the Essen Motor Show.

Tuning Fans are Looking Forward to Borbet, H&R Spezialfedern and RONAL

In addition to Hall 6, Halls 7 and 8 will be totally dedicated to the subjects of tuning and lifestyle. The companies represented there will include BBS, Borbet, B.R.M. Chronographes Deutschland, H&R
Spezialfedern, HG-Motorsport, Keskin Europa and OZ Deutschland. Further products and fair innovations will be presented by RONAL, Volker Schmidt, Wagner Tuning, Wiechers and the Ford tuner Wolf Racing Neuenstein. Moreover, the Association of Automobile Tuners (VDAT) will, as a longstanding and important partner, await the visitors in Hall 7 and provide information about safe and reputable tuning within the framework of the TUNE IT! SAFE! initiative. There will also be several joint booths with VDAT members who will show high-quality and safe tuning products.
China Essen Motor Show 2018 Ushers in a New Era

Performance Festival Gave Its Successful Chinese Premiere in Guangzhou

Performance Festival Gave Its Successful Chinese Premiere in Guangzhou

The Essen Motor Show is now arousing the enthusiasm of its fans in Asia too: The premiere of the China Essen Motor Show passed off successfully from November 16 to 19, 2018. On around 30,000 square metres, 83 exhibitors presented their innovations and premieres in Guangzhou, the metropolis with many millions of inhabitants. 87,598 fans streamed into the China Import and Export Fair Complex. The China United Rubber Corporation, the Guangzhou Zhanlian Exhibition Service and Messe Essen are the organisers of the China Essen Motor Show. The Chinese performance festival took place parallel to Auto Guangzhou, one of the largest automobile fairs in China.

"Until recently, tuning was in its infancy in China. But experts are expecting considerable chances for growth. We want to raise this treasure together with our exhibitors and partners. With the China Essen Motor Show, we have ushered in a new era of car tuning in China," Oliver P. Kuhrt, CEO of Messe Essen, summarised the premiere. Amongst other subjects, the Chinese performance festival encompassed games, motorsports, music, tyres and tuning. Representatives of the Chinese and German governments as well as from the Association of Automobile Tuners (VDAT) appeared on the occasion of the official opening ceremony on November 16. Harald Schmidtke, Managing Director of VDAT, also made a positive assessment: "From VDAT's point of view, the first China Essen Motor Show laid good foundations for the successful refinement of the fair. We are certain of seeing even more intensive participation by German parts manufacturers and tuners there in the future."

Festival of the Tuning Makes

The exhibitors included international makes such as BP, Honda Access, KW, Mugen, OMP and Shelby. They were supplemented by the Chinese makes: Carman, Cende, GFBODYKIT, GoPower, M?force, Remix, TGPM and YOFER. The next China Essen Motor Show will be open from November 22 to 25, 2019, once more in the China Import and Export Fair Complex in Guangzhou.

Further information:

https://www.essen-motorshow.de/car-exhibition/china-essen-motor-show/
09.12.2018

**Final Report: Essen Motor Show Celebrates a Commanding Start-to-Finish Victory**

Masses of Car Fans From All Over Europe Went on Pilgrimages to the Performance Festival

From December 1 to 9 (Preview Day: November 30), the Essen Motor Show 2018 aroused the enthusiasm of masses of car fans from all over Europe. More than 360,000 visitors went on pilgrimages to Messe Essen and ensured jam-packed halls even during the week. After a difficult car year, the more than 500 exhibitors were all the more pleased about the enormous interest in sporty series vehicles, tuning, motorsports and classic cars. The performance festival set new records in the Social Web too: The Essen Motor Show occupied the pole position amongst Europe's car fairs with over 245,000 fans on Facebook and topped the 50,000 mark on Instagram.

"This Essen Motor Show was a great declaration of love for cars. In addition to the sporty innovations and premiers, the visitors to Essen experience cars as cultural heritage. We are absolutely right with this positioning," Oliver P. Kuhrt, CEO of Messe Essen, summarised the festival success. The highlights in the range on offer included the new Ford Mustang Bullitt, Lexus UX F Sport Hybrid, Renault Mégane R.S. Trophy, Skoda Kodiaq RS and Volkswagen ID. R Pikes Peak. On the Preview Day, the TUNE IT! SAFE! initiative unveiled its new campaign vehicle: a BMW i8 by AC Schnitzer in an original police look. From now on, the plug-in hybrid sports coupé is advocating safe tuning.

**Individualisation and Tuning Are Independent of the Drive Type**

One subject at the Essen Motor Show was the orientation to e?mobility. Although the range on offer continued to be defined by the classic internal combustion engine, a lot of exhibitors simultaneously opened themselves up to sustainably driven vehicles. That is no obstacle to the tuning sector: "Individualisation and tuning are independent of the drive type," Constantin Buschmann, Chairman of the Board of the Association of Automobile Tuners, stressed on the occasion of the start of the fair. The scene presented itself in Essen in such a colourful and diverse way. A conspicuously high number of vehicles sparkled in colourful, often comic-inspired designs and the paintwork of a Ford Mustang even lit up with the music.

Apart from Germany, most fans went on pilgrimages to Essen from Austria, Belgium, France, Luxembourg and the Netherlands. Asked about the reasons for their visits, the majority of the surveyed people answered: "The Essen Motor Show is an experience." There were correspondingly long queues not only in the Motorsports Arena but also for the autograph sessions, the photo opportunities, the prize competitions, the racing simulators and the shows. 65 percent of the visitors were interested in tuning and lifestyle in particular, followed by motorsports, sporty series vehicles and classic cars. The Motorsports Arena in Hall 4, the tuningXperience in Hall 1A as well as the crazy cars and the design cars in Hall 3 were crowd pullers too.

**80 Percent of the Visitors Made Purchases**
Most of the visitors used the Essen Motor Show to make purchases or to place orders. 80 percent cranked up the Christmas business of numerous manufacturers and dealers. Not only accessories for cars but also many fashion articles were handed over the booth counters. Correspondingly, 88 percent of the visitors were, all in all, completely satisfied or satisfied with the range on offer at the performance festival, a considerable increase compared with the previous year (82 percent). In total, 90 percent were completely satisfied or satisfied with their visits to the Essen Motor Show. 90 percent would pass on recommendations for the performance festival. 91 percent are now already planning another visit to Essen.

The exhibitors also made outstanding assessments which, in almost all the points, turned out to be even better than in the past year. According to a preliminary evaluation, 90 percent were completely satisfied or satisfied with the numbers of visitors to their booths. In total, 96 percent were completely satisfied or satisfied with the numbers of visitors to the Essen Motor Show. 94 percent have reached their target groups and want to participate in the fair in the future too.

**Catwalk Full of Stars and Celebrities on the Scene**

See and be seen - that was the motto of the Essen Motor Show for numerous vehicle manufacturers and tuners. Celebrities from the media and sporting fields also visited Messe Essen in the past days: The celebrities spotted there included not only the President of the International Automobile Federation (FIA) and the former racing driver Jean Todt but also the Formula 1 reporter Kai Ebel as well as the model Sabrina Doberstein and the cult scrap dealer Peter Ludolf. On the first weekend, the Borussia Dortmund players Manuel Akanji and Roman Bürki visited the performance festival within the framework of a sponsor’s event on the booth of the tyre manufacturer Hankook. Amongst other celebrities, motorsports fans were pleased about the American rally and rallycross driver Ken Block.

The preparations for the coming Essen Motor Show are in full swing: The next performance festival will be open at Messe Essen from November 30 to December 8 (Preview Day: November 29).

**Exhibitors’ Opinions**

**Constantin Buschmann, Managing Director, Brabus:**

"The Essen Motor Show not only traditionally congregates the experts in vehicle tuning but you can also find here a lot of interested experts and customers who recognise and appreciate our classic workmanship. For Brabus, the Classic & Prestige Salon is therefore an important international forum for the presentation of the best classic Mercedes sports cars in the world - we will be happy to come once again!"

**Roland Hehner, Product and Tuning Manager, Hankook Reifen Deutschland:**

"As already in the past, we are very satisfied with the Essen Motor Show 2018 - our booth was once again very well-visited this year too. Thanks to the modernisation, the halls look considerably brighter and neater: a high-quality environment for a high-quality event. For some years, we have established that the public is becoming increasingly diverse. In the meantime, we are encountering a large proportion of our various target
groups here. At the Essen Motor Show, we can arouse the enthusiasm of our clientele and encounter the opinion makers of tomorrow. As one of the few tyre manufacturers at the EMS, we see the possibility of directly exchanging ideas with people enthusiastic about motorsports and tuning and are now already looking forward to next year."

**Jorn Teske, Marketing Manager, Hockenheim-Ring:**

"After a great season of events at our own venue, the Essen Motor Show is, for us, an outstanding stage in order to present our event highlights for the coming year to the interested public outside the racetrack too. Precisely at this year's edition, the response on the booth was overwhelming. That may be due not only to our content-related focusing on the subject of Formula 1 in 2019 and the associated unique selling point but also to the high number of spectators beyond the weekend days as well. In addition to the fascination of the Formula 1 racing cars as popular photo motifs, it was very obvious that the fans particularly appreciate entertaining elements such as the F1 reaction wall or the animating bobblehead doppelgängers of Lewis Hamilton and Nico Hülkenberg. The bottom line is that the Essen Motor Show 2018 was once again a complete success."

**Mirco Markfort, Managing Director, Nürburgring 1927:**

"Not only for us but also for the fans, the partners and the customers of our unique racetrack, the Nürburgring booth presence at the Essen Motor Show has been a permanent fixture for years. With the Porsche 919 Hybrid, we had the pleasure of presenting an absolutely special vehicle here. With this racing car, the racing driver Timo Bernhard was able to set a new record on the North Loop and to go down in the history books as a result of this. An exceptional moment which was thus tangible for everybody at the Essen Motor Show too."

**Oliver Köppen, Project Manager, Porsche Carrera Cup Deutschland:**

"For us, the Essen Motor Show is a fantastic opportunity to reach not only our customers, i.e. racing teams and drivers, but also, quite especially, the fans of the Porsche Carrera Cup Deutschland. The timing at the start of December is ideal for us. We are very pleased that, this year as well, there was once again enormous popularity and, with our Cup, we were able to contribute to arousing the enthusiasm of the visitors and to fascinating them."

**Stephan Knobloch, German Representative, RM Sotheby's Auctions:**

"The market for motorsports and racing vehicles and their use is characterised by people who want to achieve the best. At the Essen Motor Show, we have therefore met a lot of renowned experts and collectors who have registered for our first international auction on the occasion of Techno-Classica Essen from April 11, 2019 and are looking forward to further registrations."

**Philip Müller, Head of Aftermarket, Ronal Group:**

"The Essen Motor Show was once again a complete success for us this year too! We were able to present not only to trade visitors but also to tuning fans our new designs such as the Speedline Corse SC1 Motorismo bike with a racing character or the Ronal R50 Aero in gold - our wheel rim on the occasion of the 50th anniversary
of the Ronal Group next year. The taxi rides with the Ronal 'Zetti' BMW Z4 GT3 in the Motorsports Arena which were prizes in raffles on the booth also went down extremely well with the visitors. Time and time again, the Essen Motor Show is, for us, a fantastic opportunity to introduce our company and our products to a wide public."

Michel Franssen, Managing Director, S.I.H.A.:

"The doubling of the hall area for the Classic & Prestige Salon within the framework of the Essen Motor Show gave us the possibility of showing special subjects such as super sports cars and film cars in conjunction with the leading dealers and clubs in a spaciously arranged thematic exhibition with an unmistakable character - in this way, we are also arousing the enthusiasm of the young visitors for many years and this will bridge several generations."

Andreas Leue, Motorsports & Tradition, Skoda Auto Deutschland:

"For over 20 years, Skoda Auto Deutschland has regularly been actively involved in the Essen Motor Show. Our appearance this year concentrated on the German premiere of the new Skoda Kodiaq RS - the first Czech SUV with the sporty genes of the legendary RS models. In addition, we showed the smaller SUV Skoda Karoq in the new Scout and Sportline equipment lines as well as other current models. The presentation of our rally activities already has a tradition too - in 2018, represented by the Skoda Fabia R5 with which we took part in this year's FIA European Rally Championship. The right public for the fascinating mixture consisting of sports, shows and automobiles is here in Essen."

Mike Rignall, European Marketing Manager, Toyo Tires:

"For us, the Essen Motor Show is a significant fair which, for us, belongs to the same line-up as SEMA in Las Vegas and the Tokyo Auto Salon. For this reason, we had two international highlights for all the visitors this year: the world premiere of the Proxes TR1 and Ken Block's visit to our booth. The great popularity at the fair shows us that we were absolutely right with this decision."

Harald Schmidtke, Managing Director, Association of Automobile Tuners:

"The 51st Essen Motor Show has clearly profited from the new halls. The event was a complete success."

Jan David Baier, Vossen Wheels Europe:

"Our appearance has definitely been worthwhile. We meet friends, dealers and customers in Essen. For us as a make from the USA, the Essen Motor Show is the ideal possibility for presenting our wheel rims to a wide European public. The visitors here love vehicles and celebrate cars as a lifestyle. The direct contact between exhibitors and fans is particularly important at the EMS."

Harald Weiland, Owner, Weiland MW-Sportive:
"For the Essen Motor Show, we have once again picked out special super cars and have thus triggered great interest in the Classic & Prestige Salon, especially amongst visitors with high specialist competence. For us, the Essen Motor Show is a very important market barometer with important negotiations which will lead to good transactions in 2018 too because of the exquisite quality of our super sports cars."