

12.12.2018

China Essen Motor Show 2018 Ushers in a New Era

Performance Festival Gave Its Successful Chinese Premiere in Guangzhou

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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

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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 premieres, 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 spaciouly 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."

02.12.2018

Essen Motor Show Makes a Flying Start

Car Fans from All Over Germany and the Neighbouring Countries Stream into the Ruhr Region

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The performance festival has started successfully: Over 130.000 visitors ensured that the aisles were full on the Preview Day and the first weekend of the Essen Motor Show. Several new sporty vehicles attracted attention: In Essen, Skoda presented the German premiere of the Kodiaq RS, Renault Motorsport scored points with the Mégane R.S. and Volkswagen Motorsport also aroused enthusiasm with the electrically driven racing car called ID. R Pikes Peak. Not only the Motorsports Arena but also autograph sessions, photo opportunities, prize competitions, racing simulators and shows put on by the over 500 exhibitors turned out to be crowd pullers. The Essen Motor Show will run still until December 9. A ticket costs Euro 16.

"That was a fantastic start," summarised Oliver P. Kuhrt, CEO of Messe Essen. "The Essen Motor Show is a colourful world of experiences, a theme park for car fans. This year's kickoff has proven that in an impressive way. The visitors are streaming to Essen because, here, they can experience something that does not exist anywhere else." As a particular highlight, Jean Todt, the President of the International Automobile Federation (FIA) and a former racing driver, received a prize for his lifetime achievement in the evening of the Preview Day. The Frenchman was visibly moved when accepting the honour within the framework of the Race Night organised by Auto Bild Motorsport and Auto Bild Sportscars.

Autograph Sessions and Appearances by Tuners, Racing Drivers and Borussia Dortmund Players

The coming days will also have numerous highlights in store for the visitors. Amongst others, there will be autograph sessions and appearances of the tuners Sidney Hoffmann, Wataru Kato, JP Kraemer and Franz Simon as well as of the model Sabrina Doberstein and the cult scrap dealer Peter Ludolf. The expected motorsportsmen and motorsportswomen will include, amongst others, Ken Block and Timo Scheider on the booth of the tyre manufacturer Toyo Tires. Moreover, Hankook will greet several Borussia Dortmund players on its booth in Hall 7 for an autograph session on Sunday, December 9.

30.11.2018

At a Glance: Essen Motor Show 2018

30.11.2018

Essen Motor Show 2018 is the Eldorado for Car Fans

Performance Festival Gathers More Than 500 Exhibitors at Messe Essen

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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 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 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).

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Europe's tuning elite shines at the Essen Motor Show

Around 160 vehicles cause a sensation in the special show tuningXperience

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Curtain up for a showcase: From 1 to 9 December (Preview Day: 30 November) Europe's tuning elite will meet at the performance car festival Essen Motor Show. In the special show tuningXperience, around 160 private owners will present their vehicles in Halls 1A and 3 of Messe Essen. In addition to the highlights of the past season, the line-up includes many premieres. The often award-winning vehicles come from Belgium, Germany, England, Finland, France, Luxembourg, the Netherlands, Austria, Sweden and Switzerland to the Ruhr region. All styles are represented: from daily drivers used in everyday life to performance vehicles for the race track to stylish show cars.

Vehicles with a racing look are the latest trend across the board. Many of them carry spoiler kits for front, sides and rear that are based on motor sports. For a particularly rough motorsport look, wide-body kits are often used, which widen the vehicle massively. To perfectionize the look, many tuners use carbon parts as well as roll bars and bucket seats. Large brake systems and rims in motorsport design are also popular. Another trend affects the classics: youngtimers in particular have also taken a liking to tuners because of their rarity value. Those who know their way around preserve the original lines of the vehicle in order to preserve its original charm.

Tuned versions of Fisker Karma and Tesla Model S

The tuningXperience range covers almost all vehicle types and well-known brands. This ranges from small cars à la Smart ForTwo, Toyota Aygo and VW Polo to mid-range vehicles such as Ford Focus, Opel Astra and VW Golf to luxury cars such as the BMW 7 Series and Mercedes-Benz S-Class. Connoisseurs are also looking forward to classic vehicles such as BMW 3.0 CS (E9), Karmann Ghia, Mercedes-Benz W111 and Opel Ascona B, among others. The new versions of the Audi A4 Allroad (B9), Audi RS5, BMW M4 and VW Tiguan, on the other hand, are all the rage. Fisker Karma and Tesla Model S show that tuning is also possible on sustainably powered vehicles.

The tuningXperience line-up also includes exclusive sports cars such as Audi R8 V10 Plus, Ferrari F430 Spider, Maserati GranTurismo S and Porsche 991.2 Targa. The Japan import scene is also present with numerous models, including Honda CRX, Nissan GT-R (R35), Nissan 350Z, Subaru Impreza WRX STI and Toyota GT86. The American lifestyle is also radiated by vehicles such as Dodge Charger SRT Hellcat, Dodge Ram and Ford Mustang GT Convertible. Last but not least, the tuningXperience is also made up of particularly rare models: This year they include tuned versions of Jaguar XJ6, Opel Manta, Suzuki Swift, Toyota Soarer and VW Rallye Golf.

Standards are set here

The tuningXperience not only picks up on current trends, but also creates new ones: "Visitors get inspiration for their own vehicles here. Motorsport looks and youngtimers are just two examples of current tuning developments that the Essen Motor Show has also reinforced. The show sets standards for the scene in Europe," says Sven Schulz, organiser of tuningXperience, underlining the importance of the exhibition. In addition, many of the parts used in the vehicles can be bought or ordered at the performance car festival. After all, the offerings of the more than 500 exhibitors at the Essen Motor Show cover almost everything that makes the car even more beautiful and faster.

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Essen Motor Show Presents Convertibles from the Last 60 Years

From the Legendary Mercedes 190 SL to the Latest Corvette

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Sporty Convertibles will be the title of an exclusive special show at this year's Essen Motor Show performance festival at Messe Essen from December 1 to 9 (Preview Day: November 30). Over 15 high-class "topless" vehicles from the last 60 years will be presented in Hall 3. Makes which cause the hearts of the automobile fans to beat faster will be represented, such as Aston Martin, BMW, Chevrolet Corvette, Cobra, Ferrari, Jaguar, Maserati, Mercedes-Benz and Porsche.

There is some controversy about the "convertible" term. Strictly speaking, only an automobile equipped with a solid or flexible (e.g. made of fabric) top which can be folded back, lowered or removed completely may be designated as a convertible. Thus, the car can be driven in either the open or closed form. Open cars which have no roofs or only minimum weather protection are called speedsters or roadsters. There are also the following terms: "targa" (car with a roof which can be taken off while the rear window is permanently installed) and "spider" (Italian designation for roadster). In this respect, the terms cannot always be used in the precise sense. Therefore, the "convertible" designation is being utilised for all the specified variants in the meantime.

Mercedes-Benz 190 SL from 1956

The "oldest" model in the special show will be the Mercedes 190 SL from 1956 and the "youngest" the latest Chevrolet Corvette. With a 1.9-litre engine, 105 bhp and a top speed of 170 km/h at that time, the 190 SL was one of the quickest series cars which could be bought in Germany. These are values which are surpassed by today's "bread-and-butter" cars such as the VW Golf in the 1.0-litre version. Today, the latest Corvette comes along with 659 bhp and a top speed of 310 km/h. In 1956, it had 300 bhp and managed just over 200 km/h.

Porsche Carrera GT Convertible from 2005

The Carrera GT (type designation: 980) was developed with the aid of the multiple world rally champion Walter Röhrl who carried out test drives, above all, on the Northern Loop of the Nürburgring (amongst other objectives, for suspension tuning). It was originally planned to utilise the engine in a sports car prototype for the 24-hour race in Le Mans. However, the plans were not put into practice. According to information from Porsche, the Carrera GT for the road was built 1,282 times, handmade in the Leipzig factory, and cost Euro 452,690 at that time. The vehicle is equipped with a turbocharged 5.7-litre ten-cylinder engine which supplies 612 bhp. The top speed is over 330 km/h.

Ferrari Convertibles

Ferrari is one of the most legendary sports car makes. Two of the best-known open models will be shown in Essen, i.e. the California from 2012 and the Mondial from 1984. The California was presented in Paris on October 2, 2008. Three days later, it could be seen in action for the first time on the Nürburgring within the framework of the "Ferrari Racing Days". At the wheel: Michael Schumacher. In 2012, the 4.3-litre V8 engine supplied 490 bhp. The Mondial type was built in various versions from 1980 to 1989. In 1984, the 2.9-litre V8 engine supplied 460 bhp.

Great Britain which, with sports cars such as the Healey, the Triumph TR2 or the Austin Sprite, is often designated as the cradle of the post-war convertibles will be represented, amongst other vehicles, by two noble makes: Aston Martin with the DBS Volante from 2013 and Jaguar with the XJS from 1994. Both have large-volume six-cylinder V12 engines. In contrast, the 1.6-litre engine in the Porsche 356 from 1963 looks very modest. However, this Porsche type is one of the icons of automobile construction because Porsche began the series production as a manufacturer of sporty vehicles with it. In 1964, the 356 was then replaced by the 911 which is still in the programme today and is already regarded as legendary. Another convertible from this model series will be represented in Essen, i.e. the 993 turbo from TechArt from 1997.

List of the Confirmed Convertibles (Year of Construction)

Mercedes-Benz 190 SL (1956)

Porsche 356C (1963)

Cobra Dax (1964)

Ferrari Mondial (1984)

Jaguar XJS (1994)

BMW M3 E36 (1995)

HMC Healey (1996)

Porsche 993 turbo TechArt (1997)

Porsche Carrera GT (2005)

Ferrari California (2012)

Aston Martin DBS Volante (2013)

Chevrolet Corvette Z06 3LZ (2018)

Maserati GranCabrio (2018)

Mercedes AMG C63 4matic (2018)

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Premieres and Celebrity Vehicles at the Essen Motor Show

Ford Mustang Bullitt and Mercedes Belonging to the Pop Star Usher Shine at the Performance Festival

Ford Mustang Bullitt and Mercedes Belonging to the Pop Star Usher Shine at the Performance Festival

The Essen Motor Show is in the starting blocks: The curtain for the performance festival at Messe Essen will fall on November 30 (Preview Day). The more than 500 exhibitors will include well-known automobile manufacturers and their partners, e.g. Mercedes FanWorld, Mustang Owners Club, Porsche Motorsport, Renault Motorsport, Skoda and Volkswagen Motorsport. They will show new sports cars and current racing vehicles. The highlights will include German and fair premieres of the new Ford Mustang Bullitt, Renault Mégane R.S. Trophy and Skoda Kodiaq RS.

The new Ford Mustang Bullitt on the booth of the Mustang Owners Club in Hall 5 cites numerous details of the Mustang Fastback GT390 from 1968 which, together with the title hero Steve McQueen, played the leading role in the legendary cinema film entitled Bullitt. These include the subtle chrome highlights around the radiator grille and along the front side windows as well as the black grille reserved for this special edition alone. The new Ford Mustang Bullitt is outstanding on the technical side too. Its V8 engine with a capacity of 5.0 litres mobilises 338 kW (460 bhp) and thus 7 kW (10 bhp) more than the Ford Mustang GT.

Mercedes FanWorld Presents the Vehicle Belonging to the Pop Star Usher

Not only film fans but also music fans will be able to admire well-known cars at the Essen Motor Show. In Hall 3, the Mercedes FanWorld will present 13 vehicles with the star, including the Mercedes-Benz GLC 350 e 4MATIC coupé plug-in hybrid belonging to the pop star Usher. The American Grammy prizewinner completed the London-Bologna stage of this year's Gumball 3000 rally in exactly this vehicle. Moreover, the Mercedes-Benz X Class Exy Extreme from Carlex Design will shine on the booth of the Mercedes fans. Optimum driving fun is ensured by the raised chassis, the special tyres and "Lazer" roof lighting. Worldwide, there are only 250 exemplars of the vehicle.

With its German motorsports department, the car manufacturer Renault will be represented in Hall 5 at the Essen Motor Show. Visitors can expect the winner car of the Dutch Sebastiaan Bleekemolen Renault Clio R.S. IV Cup from the Renault Clio Cup Central Europe. Moreover, the German premiere of the new Renault Mégane R.S. Trophy will await the fans: With the sporty series vehicle, Renault will also put a power-enhanced performance edition alongside the current generation of the Mégane R.S. In the Mégane R.S. Trophy, the ultramodern turbocharged 1.8-litre engine supplies 220 kW / 300 bhp instead of 205 kW / 280 bhp and, depending on the gearbox variant, provides a maximum torque of up to 420 Nm instead of 390 Nm. It will also be possible to see the models Alpine A110 Cup and Alpine A110 GT4 on the booth.

German Premiere of the New Skoda Kodiaq RS in Hall 3

In Hall 3, Skoda will present the German premiere of the Skoda Kodiaq RS and thus the most powerful Skoda SUV of all time. The SUV's engine supplies 176 kW / 239 bhp. Since 2000, the RS letter combination has characterised the particularly sporty series models from Skoda. The Skoda Kodiaq RS is the make's first SUV

in this select circle. At the fair, the manufacturer will also show the Fabia R5 with which it competed in the European Rally Championship (ERC) in 2018. Skoda's appearance will be completed by further series models, including Citigo Monte Carlo, Fabia Estate Monte Carlo, Karoq Scoutline, Octavia Estate RS, Octavia Saloon Style, Superb Estate Sportline and Karoq Sportline.

In Essen, Volkswagen Motorsport will show the Volkswagen ID. R Pikes Peak racing car which is equipped with a purely electric drive and was used by the VW team when it set an all-time record in the Pikes Peak International Hill Climb in Colorado/USA on June 24, 2018. The driver Romain Dumas covered the distance of 19.99 kilometres in seven minutes and 57.148 seconds. Moreover, the Volkswagen Polo R supercar in which Johan Kristoffersson became the world champion in the FIA World Rallycross Championship in 2018 will await VW fans. The Volkswagen Golf R Performance which, with a top speed of nearly 270 km/h, combines sporting ambitions and suitability for everyday use will also go to the starting line.

Lexus Shows New Off-Roaders with Hybrid Drives

At the Essen Motor Show, Lexus will be represented via the Lexus Forum Wesel and the dealer Lackas Rhein-Ruhr. The appearance in Hall 3 will concentrate on the new Lexus UX F Sport Hybrid: The compact off-roader with one petrol engine and two electric motors is intended, above all, for an urban public.

30.11.2018

These Automobile Eye Catchers Cause a Stir

Amongst Other Vehicles, Essen Motor Show Presents a Porsche Made of Scrap Metal and a Super Truck

Amongst Other Vehicles, Essen Motor Show Presents a Porsche Made of Scrap Metal and a Super Truck

Since the Essen Motor Show started in 1968, it has featured unique vehicles which were crazy in the positive sense. That will also be the case during the 51st edition of the performance festival from December 1 to 9 (November 30: Preview Day). No matter whether one-off design cars, a Porsche made of scrap metal parts or a super Mercedes truck with two trailers - it will be possible to marvel at a "wild" mixture in Hall 3 at Messe Essen. It will show what automobile eye catchers, drivable or not, will provide no end of discussion topics.

For decades, the Swiss Frank Rinderknecht has surprised the visitors with idiosyncratic creations which had one thing in common, i.e. the question: What will driving look like in the future? For example, also in the case of the "Rinspeed Snap" study at the Essen Motor Show. It consists of two parts: the passenger compartment and the platform which can be separated. The "Skateboard" platform accommodates the complete technical and mechanical equipment. The passenger compartment with four seats, called a "pod", can be detached from this and used sensibly when it is stationary, e.g. for camping. Another advantage: The ageing-susceptible platform is easy to replace if necessary while the pod can be used for a longer period. The vehicle drives in a fully electric and autonomous mode.

Design Cars from Brabus, Rinspeed, Ruf and Zender

The RUF sports car manufactory from Pfaffenhofen, well-known as a Porsche specialist for 40 years, will show the new SCR 2018 in Essen. A prototype was introduced two years ago. It has been refined and is now being manufactured in a small series. The carbon fibre monocoque has been reinforced once again by the integrated tubular steel cage (IRC), pushrod wheel suspensions on all four wheels correspond to the chassis in Formula 1 and the six-cylinder engine with 510 bhp and a capacity of four litres works in the middle of it. In the roadworthy version, the new SCR weighs less than 1,300 kilogrammes; the bodywork made of a light, strong composite material also contributes to this: It is made of carbon fibre.

Zender's concept car which is called 500 Corsa Stradale and is based on the Fiat 500 will come to Essen. The look is defined by a complete aerodynamic kit made of carbon fibre laminate. The package includes a complete front module which combines the bonnet and the front apron into one component. A fully adjustable coilover suspension optimises the road holding. The turbocharged 1.4-litre four-cylinder engine supplies 240 bhp. The top speed is specified at 232 km/h. The interior was upgraded with sports seats, stainless steel pedals, door sills made of stainless steel as well as a lot of leather in black and orange.

Brabus will also show a design car in Essen: The people from Bottrop will bring the BRABUS 700 4x42 special edition with them. There are only ten of the tuned off-roader worldwide.

Porsche GT3 RS Made of Scrap Metal

Life-size sculptures which are made of scrap metal and are accurate in every detail: Under the motto "Art Made of Scrap Metal or Used Car, Motorcycle and Truck Parts", the "Giants Made of Steel" team has been artistically welding handmade sculptures together for 15 years. Every sculpture is one of a kind. Just like the Porsche GT3 RS too which it will be possible to see in Essen. It weighs 1,300 kilogrammes. A three-man team worked on it for nearly four months and ground approx. 20,000 scrap metal parts. The seats are adjustable and the doors can be opened. A glove compartment is installed in the dashboard. Even the engine was reconstructed using scrap metal.

Behind the design cars and the Porsche made of metal parts, there will be a truck which looks like a showmobile. However, that is only half-true. Because the Mercedes-Benz Actros 2663 Lowrider not only wins titles at festivals but also ensures that its owner Mika Auvinen from Finland who runs a transport firm earns money every day. The violet eye catcher which weighs 76 tonnes and has two silo trailers is utilised in the transport sector (when it does not happen to be receiving show merits). It principally transports cement. So that the combination fits under every loading rig, it can be pneumatically lowered by up to ten centimetres. Nearly one year passed from the idea to the first test drive. It is estimated that material costs of around Euro 450,000 have been invested in the driver's dream from Helsinki. Nearly 6,000 working hours were necessary. The vehicle is driven by a 15.6-litre engine with 625 bhp.

14.11.2018

The Classic & Prestige Salon at the Essen Motor Show 2018

Pure Automobile Passion

Pure Automobile Passion

! The Classic & Prestige Salon: One of the four supporting pillars of the Essen Motor Show from December 1 to 9, 2018

(Preview Day: Friday, November 30)

! Crowning Conclusion to the Connoisseurs' Vehicle Season in 2018

! Show Subject: Super Sports Cars

! Over 250 Select Classic Automobiles and Sports and Racing Vehicles in the Ranges Offered by Internationally Renowned Dealers at the Oldest Sales Salon in Germany

For the first time, the 37th Classic & Prestige Salon at the Essen Motor Show will occupy two of the largest halls. Thus, all the subjects relating to everything to do with classic vehicles will be bundled on over 17,000 square metres.

This will be made possible by Messe Essen's conversion into one of the technically most modern fair sites in Germany: In addition to the prestigious Hall 1, the 37th Classic & Prestige Salon will also occupy the complete Hall 2 for the first time. During the performance festival in Essen, Messe Essen will thus document the high status of the classic vehicle fair at the conclusion to the season - and will permit a relaunch of the attractive classic vehicle fair: All the 120 exhibitors which will be dedicated to the subjects of classic automobiles and connoisseurs' vehicles will now be concentrated in a coherent classic vehicle salon. Here, people interested in classic vehicles will find the quintessence of the international range available from the fields of vintage vehicles, young classic vehicles, historic motorsports as well as classic & prestige automobiles.

For the 37th time, S.I.H.A is organising the Classic & Prestige Salon within the framework of the Essen Motor Show. Since the premiere, the oldest sales salon in Germany has developed into a performance show on the classic vehicle scene and an attractive trading place for classic vehicles on the highest level. More than 250 vintage vehicles, classic collectors' and prestige automobiles and young classic vehicles will be presented to the 350,000 visitors expected. In addition, connoisseurs of classic vehicles will find everything that belongs to their hobby: accessories, services, tools, literature, model cars, art, automobilia and club presentations.

In order to give the renowned international classic vehicle dealers exhibiting at the Classic & Prestige Salon an additional incentive to present only the best of the best from their available ranges in Essen, there will, as is tradition, once again be a Concours d'Elégance this year too. A jury consisting of internationally esteemed classic vehicle experts will choose the most beautiful, best-restored and most elegant classic vehicle from the range offered by the dealers as the "Best of Show".

The main attractions at the Classic & Prestige Salon will once again be the special shows organised by S.I.H.A. A large presentation of exclusive super sports cars from the last six decades will fascinate the visitors

to Hall 1. They will include:

▫ The Aston Martin DB2: Presented to the public in 1950, the DB2 is the first genuine British super sports car in spite of its 105 bhp (in the Vantage version: 125 bhp) which seems modest today - the first vehicles built in series went to the starting line in Le Mans in 1950 and took first and second places in their class. 411 vehicles had been constructed by 1953 and around 102 of these were convertibles. With its top speed of 200 km/h, it was one of the quickest road-going sports car of its time and achieved numerous racing successes.

▫ The Mercedes-Benz 300 SL with gull-wing doors. In 1954, it was the first German super sports car in the post-war era to be presented to the public in New York. At that time, top-class saloons such as an Opel Kapitän had top speeds of just 140 km/h. The 300 SL managed 240 km/h. At that time, it thus appeared to be something from another planet - also because of its gull-wing doors.

▫ From 1966 to 1975, the Lamborghini Miura was built in various versions with mid-mounted V12 engines. In the basic version with 350 bhp, it had a top speed of 275 km/h and accelerated up to 100 km/h in 6.7 seconds.

▫ The Maserati MC 12 is also driven by a mid-mounted V12 engine. From a capacity of six litres, this supplies 632 bhp which catapults it up to a top speed of 345 km/h. 50 vehicles were fabricated from 2004 to 2005.

▫ The Gumpert Apollo handmade in Altenburg/Thuringia from 2005 to 2013 has a top speed of 360 km/h. With its 700 bhp, 4.2-litre V8 engine, the Apollo Speed shown in the Classic & Prestige Salon set a lap record for road-going cars on the North Loop of the Nürburgring in 2009 with a time of seven minutes, eleven seconds and 57 hundredths.

▫ The Spyker C8 Laviolette GT2R secured fifth place in its class at the 24-hour race in Le Mans in 2009. Its road-going version was built just 24 times in 2008 and manages a proud top speed of 300 km/h with a 4.2-litre Audi V8 engine with 400 bhp.

▫ The second super sports car from the Netherlands is the Spyker C12 Zagato. Only 24 vehicles were built in 2008 too. Its 500 bhp, W12 engine catapults the aluminium sports car up to 100 km/h in just 3.8 seconds and then even further up to 310 km/h.

▫ The Porsche 918 Spyder, built as a hybrid sports car with a mid-mounted engine in a limited edition of 918 vehicles from 2013 to 2015, makes a system power of 893 bhp available to its driver - 608 bhp from a V8 internal combustion engine and 285 bhp from two electric motors.

▫ Koenigsegg sports cars have been built in Sweden since 1994. The Koenigsegg Agera RS presented in Essen was limited to 25 vehicles and was sold out immediately. With its 1,175 bhp, mid-mounted five-litre V8 engine, it is the quickest road-going car at the moment: In 2017, it achieved a top speed of almost 460 km/h - however, on a closed-off road.

The Classic & Prestige Salon will present another special show in Hall 2. There, it will be possible to see spectacular car stars which played leading roles in films. These will include the DeLorean from the "Back to the Future" film trilogy from 1985. With its "flux compensator", it could even travel through time, at least in the film. An enthusiast from Heinsberg has built a faithful-to-the-original replica of this car on the basis of a series DeLorean DMC 12.

In Hall 2, visitors will be able to admire no fewer than two cars such as were driven through the dinosaur park in the "Jurassic Park" film from 1993. These will be a Jeep Wrangler in a special Jurassic Park outfit as well as a Ford Explorer - they actually do seem to come from a different world.

Another film car to arouse the enthusiasm of the visitors will be K.I.T.T. from the US television series called "Knight Rider". It is a modified, black Pontiac Firebird Trans Am which, in the film, can think, speak and drive itself.

The green Opel Manta originates from the Dutch television series called "New Kids" which ran from 2007 to 2012 and could also be seen in the German version transmitted by the "Comedy Central" channel from 2010.

Finally, "Ecto 1" from the "Ghostbusters" film which was reconstructed in a form faithful to the original on the basis of a Cadillac Miller-Meteor from 1959 with 316 bhp will impress the visitors with a length of over six metres.

Thus, the Classic & Prestige Salon at Europe's largest annual automobile fair will be a fascinating finale to the season and, more than ever, an absolutely obligatory date not only for experienced classic vehicle connoisseurs but also for young novices.

Further information at:

www.siha.de

www.essen-motorshow.de

06.08.2018

Essen Motor Show 2018 takes off

Essen Motor Show 2018 takes off

Essen Motor Show 2018 takes off

The first exhibitors for the 51st Essen Motor Show from 1 to 9 December (Preview Day: 30 November) have been confirmed after the official registration deadline. In particular the halls for tuning and lifestyle are booming. But fans of production sports cars and motor sports also get their money's worth: with the ADAC, Mercedes FanWorld, Porsche, Renault Motorsport and Skoda, visitors can expect well-known brands all over the halls. The Japanese car manufacturer Nissan is represented at the PS Festival by a trading partner. Messe Essen is expecting a total of over 500 exhibitors in the four pillars of sports cars, tuning, motorsport and classic cars.

Hall 3 of the Essen Motor Show is home to industry and its partners: In addition to the ADAC as the ideal sponsor and several car manufacturers, Continental, Dekra, Heinrich Eibach, KONI, KW automotive, Sandtler Motorsport, Sidney Industries, Toyo Tires, Ulmen Sportscars and Vogtland Autosport are among the exhibitors. "For Ulmen Sportscars Düsseldorf, the Essen Motor Show is one of the 2018 season highlights, linking people with gasoline in their blood. Whether tuner, motor sportsman or sports driver: We all have the same passion. There is no better stage for presenting our vehicles," says sales consultant Alexander Preun about the significance of the Essen Motor Show.

"There's no better stage."

On the occasion of its 60th birthday, the German Sports Driver Circle presents the best memories of its members in Hall 5, where two further motor sports exhibitors, the Nürburgring and the VLN Endurance Championship Nürburgring, will be guests. "The Essen Motor Show is an important meeting place for us with the fans of the Nürburgring and with the enthusiasts around the topics automobile, motor sports, drift and tuning. In addition, it serves for exchange in an emotional environment with many different partners and business customers. That's why, as every year in 2018, we are happy to be part of the Essen Motor Show," says Mirco Markfort, Managing Director at the Nürburgring.

In hall 6 everything revolves around tuning, lifestyle and accessories. Among the exhibitors are the Japanese cult tuners from Liberty Walk. The brands MOMO, Osram, Oxigin, Rieger Tuning, Streetec, Wheelworld and Z-Performance will also be present. "The Essen Motor Show is probably the biggest and most important automotive related event in Europe. Last year was a success for us, the event is really well organized and it's a true landmark for all car enthusiasts. Therefore it was a must to book again in 2018," says Giulia Telmon, Marketing & Sales at MOMO.

The final highlight in the trade fair calendar

With the German Association of Automobile Tuners (VDAT), an important partner of the Essen Motor Show is

presenting itself in the Tuning Salon in Hall 7. Association Managing Director Harald Schmidtke explains: "Participation in the Essen Motor Show is a must for the VDAT. Always there is the campaign TUNE IT! SAFE! with which we have been providing intensive consumer information on the subject of tuning for 13 years." Other exhibitors in the hall include AVO Fahrzeugtechnik, BBS, Borbet, B.R.M., H&R Spezialfedern, OZ Deutschland, Ronal, Wiechers and Wolf Racing.

Wheels are a special seasonal focus of the Essen Motor Show. Oliver J. Schneider, Managing Director of Borbet Vertriebs GmbH, reveals: "For me and my BORBET team, the Essen Motor Show is the final highlight in the trade fair calendar every year. The strenuous winter wheel business is just over and before the end of the year you have the opportunity to present the innovations of the coming year to the numerous visitors and light alloy wheel fans. This year we are looking forward to the premiere of the new BORBET LX in Essen, which will be a new highlight in our range due to its variety of surfaces".

Car Media World for hi-fi fans

Tuning and accessories are the topics in Hall 8, where several manufacturers and distributors of mobile entertainment with show cars will be presenting themselves at the Car Media World. Among others, the exhibitors Schmidt Revolution, Wagner Tuning and Wimmer Rennsporttechnik complete the hall.

10.07.2018

Ticket Sale for the Essen Motor Show 2018 Starts

Secure Tickets for the Performance Festival of the Year Online Now

Secure Tickets for the Performance Festival of the Year Online Now

The excitement is rising: From December 1 to 9 (Preview Day: November 30), Messe Essen will open its doors on the occasion of the Essen Motor Show 2018. Now, the ticket sale starts at www.essen?motorshow.de. Anybody making use of the discounted advanced sales will enter the halls without any detours. For a relaxed journey to the fair, Messe Essen is recommending to all the visitors that they should take advantage of the concessional advanced sales - above all, if they are planning to visit the fair at the weekend. Once the visitors have arrived, Sporty Series Vehicles, Tuning & Lifestyle, Motorsports and Classic Cars will await them. A large number of manufacturers, tuning forges and fashion labels have already confirmed their appearances.

Online, a one-day ticket for the Essen Motor Show costs Euro 15.00 and the discounted price is Euro 12.00. A two-day ticket is available for Euro 27.00. Anybody who cannot wait for their visit to the fair at all can obtain a ticket for the exclusive Preview Day on November 30 for Euro 25.00. For a surcharge of Euro 6.50 Euro, a ticket for the Rhine-Ruhr Transport Association (VRR) and the local public passenger transport of the German Railways, second class, will be included immediately. The Ticket4You is available exclusively online: Four people pay the preferential price of Euro 60.00 including the parking charge. The Online Shop accepts the common means of payment: MasterCard, VISA, AMEX, SOFORT Überweisung and giro|pay. Moreover, visitors can redeem vouchers and voucher codes from exhibitors there.

Essen Motor Show Invites Visitors to the Girls Day and the Father and Son Day

Two strong event days will invite visitors to discover the fair together in 2018 too: On December 3, women and girls will pay just Euro 6.00 for admission on the occasion of the Girls Day. On the other hand, the male sex will get its money's worth on the Father and Son Day on December 7 and will pay Euro 20.00 for admission. Also in 2018, numerous fair innovations and premieres as well as an attractive supporting programme with the Motorsports Arena will once again make the performance festival a hotspot for people with petrol in their blood.

02.05.2018

Performance Festival Essen Motor Show launches with a new site plan

Exhibitors and visitors benefit from the new halls

Exhibitors and visitors benefit from the new halls

The anticipation is rising: Essen Motor Show will be hosted at Messe Essen from 1 to 9 December (Preview Day: 30 November). The modernisation of Messe Essen is almost complete for the start of the 51st Performance Festival, making it one of the most modern exhibition sites in Germany from a technical perspective. Exhibitors and visitors alike will enjoy the advantages of the new, clear hall numbering and the new air-conditioning, plumbing and lighting fittings in the newly-constructed hall areas and modernised existing halls. Any exhibitors who are interested can still get an attractive early booking discount until 31 May; the official registration deadline is 15 June. Registration documentation can be found online on www.essen-motorshow.de.

“We are very happy with the number of registrations to date. For many exhibitors, the profile of Essen Motor Show as a performance festival is a determining factor – it offers a great experience and is more than just a classic automotive exhibition. The new halls bring extra added value and further improve the surroundings for both exhibitors and visitors.” said Ralf Sawatzki, Project Manager of Essen Motor Show, summarising the positive atmosphere.

Sporty production cars in Hall 3; tuning, lifestyle and accessories in Hall 6

The new halls also make it possible to improve the theme-based hall plan. In future, Essen Motor Show will be even more clearly split according to its four different pillars from a spatial perspective: sporty production cars, tuning, motorsports and classic cars. Halls 1 and 2 kick the exhibition off with classic collector vehicles in the Classic & Prestige Salon. S.I.H.A. is the driving force behind the classic car element at the Essen Motor Show. Hall 1A once again provides the backdrop to tuningXperience, as it did last year: around 150 private tuners will be showing off their modified vehicles at this stand-out scene event – often with parts and accessories from the range available at Essen Motor Show.

As before, Hall 3 will showcase sporty production vehicles, tyres and chassis. This represents the very heart of the industry and is where in recent years manufacturers such as Abarth, BMW, Citroën, Ford, Lada, Mercedes-Benz, Peugeot, Porsche, Renault, Shelby, Skoda and Volkswagen have been represented at the Performance Festival. In addition, as the ideal sponsor of Essen Motor Show, ADAC is putting on a large-scale exhibition of its offers and racing series. Messe Essen is presenting an unrivalled special show with around 15 sporty cabriolets to whet appetites for the upcoming open-air season. Several unusual design cars and crazy cars will also be giving a flavour of innovative and curious new branches which go beyond the automotive mainstream.

Where every second counts: Motorsport in Halls 4 and 5

Once again, the Galeria will become a shopping promenade for car hifi, tuning and accessories. Further north

of this, the hearts of racing sport enthusiasts will beat even faster. In the new Halls 4 and 5, motorsport is the be all and end all. The motorsport arena in Hall 4 (previously Hall 7) is a must for many fans. The live action includes taxi drives for visitors and presentations of new vehicles and racing series. Things are a little calmer in the neighbouring pit lane and the Performance Center in Hall 5 (previously Hall 6). In addition to racing series and racing tracks, the display includes sports car manufacturers, for example. A particular highlight of the prelude to the Essen Motor Show is Race Night, in which Auto Bild Motorsport and Auto Bild Sportscars honour the best racing drivers and sports cars of the year.

The new Hall 6 is all about tuning, lifestyle and accessories. The Tuning Salon in the new Hall 7 (previously Hall 10/11) is home to the association for automotive tuners, its members and other exhibitors. The displays in the new Hall 8 (previously Hall 12) are also largely focused on tuning and accessories. Amongst others, Car Media World is attracting visitors with well-known hifi brands which they can experience and try out in this hall.

Clip “The new halls of EMS 2018”:

<https://www.youtube.com/watch?v=WqnXNkqn71k>

Registration documentation and other information:

www.essen-motorshow.de

Facebook:

www.facebook.com/EssenMotorShow

26.03.2018

Essen Motor Show Wins the Golden City Gate at ITB

International Jury Honours Anniversary Video During the 50th Period of the Fair

International Jury Honours Anniversary Video During the 50th Period of the Fair

The Oscar goes to the Ruhr region: Messe Essen is receiving the Golden City Gate in the eponymous multimedia competition for the anniversary video during the 50th Essen Motor Show. The prize was recently presented at the International Tourism Exchange (ITB) in Berlin. The fair team made the jury consisting of high-ranking members enthusiastic with an emotional film contribution and won in the MICE & Incentives category. The touristic award is regarded as the worldwide number one in the film, print and multimedia competition. In total, the jurors assessed 157 films from 37 countries in various categories.

"That is a fantastic success for the Essen Motor Show and its entire crew. Our thanks go to the exhibitors and the personalities playing the leading roles in our film," Ralf Sawatzki, Project Manager of the Essen Motor Show, expressed his happiness. With its video, the Essen Motor Show also scored points in the social media where it is occupying the pole position amongst the European car fairs on Facebook: Over 700,000 people saw the film in which numerous exhibitors and celebrities demonstrate their attachment to the performance festival. The protagonists include, amongst others, the footballer Pierre-Emerick Aubameyang, the racing driver Mattias Ekström, the Haribo Bear, the TV stars Sidney Hoffmann and JP Kraemer as well as the presenter Motsi Mabuse.

The Next Performance Festival is Open from December 1 to 9, 2018

Messe Essen produced the prize-winning film with the Essen-based K+S Studios during the period of the past fair in December. There is not much time left for celebration: The preparations for the coming Essen Motor Show are already in full swing. The next performance festival will be open at Messe Essen from December 1 to 9, 2018 (November 30: Preview Day). The waiting time is being sweetened by the anniversary video on [YouTube](#).

10.12.2017

Final Report: Performance Festival Underpins Its Exceptional Worldwide Position

50th Essen Motor Show Crosses the Finishing Line Successfully

50th Essen Motor Show Crosses the Finishing Line Successfully

That was a worthy anniversary: More than 500 exhibitors and 356.500 visitors celebrated the 50th Essen Motor Show from December 1 to 10 - despite the onset of winter on the second weekend. It was colourful, full and diverse at Messe Essen. Exhibitors and fans showed that they were more than satisfied. A large number of automobile manufacturers and tuners used the performance festival for the emotional presentation of their performance vehicles, including a lot of innovations and premieres. Furthermore, several special shows on the occasion of 50 Years of Mercedes-AMG and 50 Years of Super Sports Cars aroused the enthusiasm of the fans. The sustainably driven vehicles and studies also attracted increased attention.

"The positive impression of the 50th Essen Motor Show will linger for a long time to come. We have received a fantastic response, not only from exhibitors but also from visitors. We are taking this momentum with us," Oliver P. Kuhrt, CEO of Messe Essen, summarised the good mood. The partners of the Essen Motor Show also celebrated anniversaries ending in zeros: The General German Automobile Club (ADAC) has been the ideal sponsor of the performance festival for 30 years and the Association of Automobile Tuners (VDAT) celebrated its 30th birthday at the fair. 51 exhibitors from the association were represented at the Essen Motor Show - 15 percent more than the average in the past years. The well-known names included Abt, Brabus, G-Power and Techart.

More Than a Fair - This Festival is an Experience

The happenings at the fair were characterised by the togetherness of the living worlds relating to automobiles: Tuners talked shop with vintage vehicle owners and fathers and sons encountered motorsportsmen and motorsportswomen - the 50th Essen Motor Show connected people who rarely get together otherwise. At the fair, they were able to convince themselves about the latest developments in tuning: The trends included the upgrading of the interior, e.g. with roll bars, sports seats, carbon parts and LED lighting. Furthermore, several fashion labels and tuning forges such as JP Performance, Sidney Industries and Simon Motorsport showed that tuning is a lifestyle, too.

According to a survey, 45 percent of the visitors came to this year's Essen Motor Show because the fair is an experience for them. The innovations and the premieres were decisive for 38 percent. In the popularity ranking of the special shows, the Motorsports Arena, the tuningXperience and 50 Years of Mercedes-AMG landed in the top places. 64 percent of the visitors stated that they were particularly interested in automobile tuning while 51 percent chose motorsports. 40 percent preferred sporty series vehicles - over ten percent more than last year. They found what they were looking for on the booths of the car manufacturers such as Ford, Lada, Peugeot and Škoda. Other well-known makes were represented, i.e. Porsche, Renault, Shelby and VW Motorsport.

A Lot of People Did Some Shopping - and Almost Everybody Wants to Come Again

The purchasing activity has risen substantially: 83 percent of the visitors have bought or ordered something at the fair or were planning to do so at the time when the survey was conducted (in 2016: 78 percent). In addition, there will be the post-fair business in the pre-Christmas period: 75 percent still want to buy or order something after the fair or did not rule this out. That is also substantially more than last time (in 2016: 68 percent). The majority is interested not only in the range offered by the manufacturer-independent tuners and accessories suppliers but also in range offered by the vehicle manufacturers. For 61 percent, it is absolutely definite that their next car will be tuned. That corresponds to an increase of six percent.

Nine out of ten visitors were satisfied with their visits to the fair and would pass on recommendations for it. The revisiting intentions are correspondingly high: 93 percent already know now that they want to visit the Essen Motor Show in 2018, too. Thus, this value is higher than in the previous year. The preparations are in full swing: The next Essen Motor Show will be open at Messe Essen from December 1 to 9, 2018 (Preview Day: November 30).

Exhibitors' Opinions

Jan David Baier, Sales Manager, Vossen Wheels Europe:

"The Essen Motor Show is one of the most important fairs at which we are exhibitors. It is the central platform in order to meet dealers, customers and friends of our products, to consolidate existing contacts and to establish new ones. The EMS gives us the perfect possibility of presenting our American brand to a wide European public. Next year, we will definitely be involved again."

Ulrich Bethscheider, Press and Public Relations Manager, Peugeot Deutschland:

"Peugeot has been glad to present itself at the Essen Motor Show 2017 - with sporty series models like the Peugeot 308 GTi and successful motorsports models for rallying and circuit racing. Thus, we were able to demonstrate the concentrated know-how of PEUGEOT SPORT to an interested trade public."

Ralph Caba, Public Relations Director, Ford-Werke:

"We are pleased about a successful fair. With our available performance ranges, we are in the middle of the target group and the response was magnificent. As far as Ford Performance is concerned, the Essen Motor Show is a permanent fixture in our calendar."

Franz Fischer, Marketing Manager, SONAX:

"We are very satisfied with the response of the public coming to our booth at the fair. We assume that even

more visitors to our booth than in the previous year have obtained information about new products and trends for car care. Innovations like the new spray sealing called 'XTREME Spray + Protect' or the newly developed 'XTREME SprayPolish' for particularly time-saving paintwork polishing went down exceptionally well with the public. Another outstanding feature was the interest in the autograph sessions of our brand ambassador Jean Pierre Kraemer who has himself become a big fan of SONAX products and has convinced a lot of visitors to the booth. The Essen Motor Show is a permanent fixture in our calendar of events and, for us, is the perfect opportunity to introduce new products from the coming season to a very interested public. We are looking forward to 2018 in Essen."

Michel Franssen, S.I.H.A. (Organiser Classic & Prestige Salon):

"With the Classic & Prestige Salon within the framework of the Essen Motor Show, we have, for 35 years, deliberately organised a subject presentation which has a spacious arrangement and an unmistakable character and have thus also awakened the fascination of the young visitors which will lead to many years of enthusiasm which will bridge several generations."

Benny Järudd, Founder Järudd Bil:

"On our first appearance at a German fair at the Essen Motor Show, we have displayed a new interpretation of the custom tuning for US vehicles. The vintage vehicles which are thus unique but nevertheless faithful to the original were enormously popular and, when our star guests the racing drivers Matthias Ekström and Paul d'Agostino signed the Mustang and the Galaxy, our 'pit lane' in the Classic & Prestige Salon in Hall 1 was full. The Essen Motor Show is super - we will come again!"

Alexander Klett, Managing Director, EMMA GmbH, CarMediaWorld Initiator:

"The CarMediaWorld exhibitors are looking back on the 50th edition of the Essen Motor Show with enthusiasm. All of them are highly satisfied with the onrush of visitors to the booth. The positioning of the CarMediaWorld in the hotspot of the new Hall 12 gave the exhibitors with their ESX, HiFonics, JL Audio, Rockford Fosgate, Gladen/Mosconi, JVC/Kenwood and Pioneer brands a nice through-ball for the perfect presentation of their innovations and show vehicles."

Fabian Kubik, Marketing, JP Performance:

"Just like every year, the EMS was a complete success for us! A distinct upward trend can be registered and we are now already looking forward to the coming year!"

Andreas Leue, Team Leader for Motorsports & Tradition, ŠKODA AUTO Deutschland:

"For many years, the Essen Motor Show has been a permanent fixture in the calendar of national fairs attended by ŠKODA AUTO Deutschland. Our appearance this year focused on the new SUV ŠKODA KAROQ which has just been launched, supplemented by other current models. However, the already traditional presentation of our rally activities (in 2017, crowned by retaining the German Rally Championship) also belongs precisely at this fair. Here is the right public for the fascinating mixture of sports, shows and automobiles."

Mirco Markfort, Managing Director, Nürburgring:

"Just like every year, we were glad to be a part of the Essen Motor Show again in 2017, too. For us, it is an important meeting place with the fans of the Nürburgring, with the enthusiasts about everything to do with the subjects of automobiles, motorsports, drifting and tuning as well as, of course, with our partners and business customers. Moreover, two anniversaries which both stand for constancy and tradition coincided this year, i.e. the 50th Essen Motor Show and the 90th birthday of the Nürburgring. Therefore, we have not only been happy to congratulate the fair but also wish it a lot of additional successful years. We are already looking forward to 2018."

Dominik Ruopp, CEO, RaceChip Chiptuning:

"We are very pleased that we have been able to be involved in the 50th anniversary of the Essen Motor Show. This year, too, the fair was again a complete success for us. The Essen Motor Show is not only the ideal possibility to present our new products to a public enthusiastic about cars and to get in touch with this public in person. It is also the event in the tuning sector at which all the participants meet up with each other once more and exchange ideas at the end of the year."

Harald Schmidtke, Managing Director, Association of Automobile Tuners:

"The project team of the Essen Motor Show has worked well and organised a fantastic anniversary event. We are certain that a lot of people will want to feel and experience automobile emotions live in the future, too. The intensive police checking measures in the environment of the EMS have dampened the good mood a little - but we are certain that the EMS will successfully continue along its path."

Georg Seiler, Managing Director, Hockenheimring:

"We would like to express our absolutely heartfelt congratulations to the Essen Motor Show on its 50th edition. It has become established as Europe's largest and most diverse performance show for motorsports, tuning, sporty series vehicles, classic cars and motorcycles and is an important sectoral meeting place with its finger always on the pulse of the times. For the Hockenheimring, there is no better place in order to publish the calendar of highlights for the upcoming season and to enter into discussions with fans, partners and insiders in the sector. In 2017, our appearance at the fair focused on the German Formula 1 Grand Prix which will take place on the Hockenheimring in July 2018 and we are pleased that the automobile-affine visitors to the fair are extremely interested in motorsports. Here's to the next 50 Essen Motor Shows!"

Aaron Shelby, Board Member of Carroll Shelby International:

"The Essen Motor Show represented an important milestone for Shelby American. It was the first time in Shelby American's 55 year history that we exhibited independently at an auto show outside of North America. We are very pleased with that decision. From participating in the show's manufacturer's presentations to the press events and public show days, the response from enthusiasts and media was simply incredible. This was the perfect place and time to launch the network of independent Shelby dealers in Europe."

Hermann Tomczyk, Sports President, General German Automobile Club (ADAC):

"On the occasion of its 50th lap this year, the Essen Motor Show has once more proven why it has been one of the leading fairs for sporty series vehicles and motorsports for half a century. ADAC has supported the Essen Motor Show as an ideal partner for 30 years now and has aroused the enthusiasm of the visitors with the diverse and fascinating worlds of ADAC Motorsports and ADAC Classic Vehicles this year, too. I am now already looking forward to the Essen Motor Show 2018."

Harald Weiland, Owner Weiland MW-Sportive:

"As expected for the Essen Motor Show, our sports car rarities in the Classic & Prestige Salon met with great interest, especially amongst visitors with high expert competence. The Essen Motor Show is very important to us and has also provided us with a lot of reliable appointments for test drives which, because of the convincing quality of our super sports cars, will probably lead to deals."

Dr. Karl-Friedrich Ziegahn, President, German Sports Drivers Circle (DSK):

"The Essen Motor Show is now already half a century old. However, age has seemingly not left its mark on the fair. On the occasion of the 50th anniversary, it presented itself just as fresh as a daisy, as healthy to the core and as sprightly as ever before. On ten days, the Essen Motor Show has celebrated its birthday in a worthy setting. DSK would like to express its heartfelt congratulations on the successful anniversary and is looking forward to the next 50 years together. May the Motor Show continue to touch the hearts of the car, tuning and motorsports enthusiasts from all over the world with its modern appearance and the same youthful elan in the future, too."