



28.11.–06.12.2020
Previewday: 27.11.
essen-motorshow.de
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Essen, September 21, 2020

Event for sports cars, tuning & lifestyle, motor sports, classic cars

Essen Motor Show takes places as "Limited Edition"

Many car fans have been waiting for this news: The Essen Motor Show will also take place in the event year 2020 which is characterized by challenges. From November 28 to December 6 (Preview Day: November 27), more than 300 exhibitors will present sports cars, tuning & lifestyle, motor sport and classic cars. After the successful re-launch of the German trade fair industry, the industry and the scene will be setting off together towards Essen. A visit is worthwhile even if, due to the consequences of the pandemic, the Essen Motor Show will only be held as a "Limited Edition" this year with some of the usual exhibitors. Apart from that, it is said: Keep your distance, put your mask on - and off into the exhibition halls.

"We are very pleased that we have succeeded in creating a viable concept for this year's Essen Motor Show. The past few weeks have shown that even large trade fairs can be held successfully under the currently difficult conditions. A functioning hygiene concept is decisive, and we have proven that," says Oliver P. Kuhrt, Managing Director of Messe Essen. "The appearance of the halls will be compact and focused. With a few exceptions, it will be a pure car show with the vehicles at its center," adds Ralf Sawatzki, Project Manager of the Essen Motor Show.

Tickets are limited and only available online

The hygiene concept of Messe Essen was decisive for the participation of many exhibitors. Among other things, this includes minimum distances, compulsory wearing of masks and increased possibilities for disinfecting and washing hands. Tickets are available this year exclusively online and after registration at www.essen-motorshow.de. Advance sales begin in October and the ticket is only valid on the day booked for the fair. This means: enter the day firmly in the calendar. Since the number of visitors is limited to 9,000 per day, it is worth being quick. The hygiene concept of Messe Essen is based on the currently valid regulations in North Rhine-Westphalia, which have already been successfully applied at large public fairs.



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The industry is looking forward to the start of the fair with optimism: "The Essen Motor Show is indispensable for the economic success and social togetherness in our industry. We are therefore very pleased that it is taking place - albeit in a more compact framework. I am absolutely confident that with the help of Messe Essen's hygiene concept, we will succeed in staging a safe and successful event," says Harald Schmidtke, Managing Director of the Verband der Automobil Tuner (VDAT). Safety is the focus of the Essen Motor Show anyway: The initiative TUNE IT! SAFE!, of which VDAT is a partner, will unveil its new campaign vehicle on Preview Day. This is traditionally a sports car in police look which advertises safe and serious tuning.

New hall layout

The Deutscher Sportfahrer Kreis (DSK) is also convinced: "The fact that the Essen Motor Show can also take place in this difficult year is an important signal for complete sectors - the automotive industry, the tuning scene and motor sport. We as DSK have signaled our participation to the fair at an early stage and are looking forward to a great event. Holding the trade fair under pandemic conditions will be just as much a challenge for the organizer as it is for us exhibitors. But we have learned over the past few months to look at things from a new perspective. It is important that we develop a new form of normality even in these unusual times. And the Essen Motor Show 2020 will play a particularly important role in this process. DSK is convinced of the concept," stresses the President of the Sports Drivers' Association, Dr. Karl-Friedrich Ziegahn.

Fans of the Essen Motor Show expect a number of innovations this year. As some exhibitors and program items will be missing on one occasion due to the effects of the Covid 19 pandemic, the appearance in the individual halls will also change. This year, the Essen Motor Show will occupy halls 1, 2, 6, 7, 8 and the Galeria. Halls 1 and 2 will, as usual, be home to the Classic & Prestige Salon of the organizer S.I.H.A., in the other halls, everything will revolve around the subjects of Tuning & Lifestyle and Motor Sport. Numerous well-known brands have already confirmed their attendance, including the Deutscher Sportfahrer-Kreis, Liquid Elements, Low Madness, the Mercedes Fan-World, null-bar, Sourkrauts and the Verband der Automobil Tuner.

INFORMATION



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tuningXperience shows the current scene trends

This time, visitors will experience a special highlight in Hall 7 and part of the Galeria, where tuningXperience will be launched with around 160 private tuning vehicles. The special show has been at the top of the fans' popularity rankings for years and promises numerous premieres for enthusiasts this year as well. The presentation covers all current tuning trends and ranges from moderately tuned everyday vehicles to completely wicked show cars that are refined to the last corner.

Further information: www.essen-motorshow.de