



02.-10.12.2017
PREVIEWDAY: 01.12.
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Essen, December 10, 2017

Europe's Leading Fair for Performance Vehicles

Performance Festival Underpins Its Exceptional Worldwide Position

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



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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 Everbody 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).

Further information: www.essen-motorshow.de



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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



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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."



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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



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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

INFORMATION



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enthusiasts from all over the world with its modern appearance and the same youthful elan in the future, too."