



Essen, August 22, 2019

Asia's performance show from 22 to 25 November:

Great exhibitor interest in the China Essen Motor Show

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

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

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

All-round carefree package for exhibitors

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



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680,000 visitors to the Guangzhou exhibition grounds last time

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

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

www.essen-motorshow.de/automobilmesse/china-essen-motor-show

Comments from exhibitors on the German joint stand:

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

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

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

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



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

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

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

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

Christian Klose, Sales Manager, Vogtland Autosport GmbH:

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

Andreas Belzek, Managing Director, Prior Design GmbH:

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

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

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

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

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

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

Jörg Hatscher, Managing Director, INTAX Innovative Fahrzeuglösungen GmbH:

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