



01.12.-09.12.2018
PREVIEWDAY: 30.11.
ESSEN-MOTORSHOW.DE
#ESSENMOTORSHOW

Essen, August 6, 2018

Performance show for sports cars, tuning, motor sports and classic cars

Eszen Motor Show 2018 takes off

Strong brands shine at the PS Festival at Messe Essen

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.



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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.

Further information, registration forms and tickets:

www.essen-motorshow.de