



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

Essen, December 2, 2018

Sporty Series Vehicles, Tuning & Lifestyle, Motorsports and Classic Cars

Essen Motor Show Makes a Flying Start

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

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,



MESSE ESSEN GmbH
Messeplatz 1
45131 Essen | Germany
Presse-Kontakt | Press Contact
Tom Kraayvanger
Fon + 49.(0)201.72 44-243
tom.kraayvanger@messe-essen.de
Presse-Assistenz | Press Assistance
Claudia Brügger
Fon + 49.(0)201.72 44-244
Fax + 49.(0)201.72 44-249
presse@messe-essen.de
Presse-Fotoservice |
Press Photo Service
Rainer Schimm
Fon + 49.(0)201.72 44-247
rainer.schimm@messe-essen.de
www.messe-essen.de
www.essen-motorshow.de
Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested

INFORMATION



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

Hankook will greet several Borussia Dortmund players on its booth in Hall 7 for an autograph session on Sunday, December 9.

Further information: www.essen-motorshow.de