



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

Essen, 2 May 2018

Europe's leading exhibition for sporty vehicles

Performance Festival Essen Motor Show launches with a new site plan

Exhibitors and visitors benefit from the new halls

The anticipation is rising: Essen Motor Show will be hosted at Messe Essen from 1 to 9 December (Preview Day: 30 November). The modernisation of Messe Essen is almost complete for the start of the 51st Performance Festival, making it one of the most modern exhibition sites in Germany from a technical perspective. Exhibitors and visitors alike will enjoy the advantages of the new, clear hall numbering and the new air-conditioning, plumbing and lighting fittings in the newly-constructed hall areas and modernised existing halls. Any exhibitors who are interested can still get an attractive early booking discount until 31 May; the official registration deadline is 15 June. Registration documentation can be found online on www.essen-motorshow.de.

"We are very happy with the number of registrations to date. For many exhibitors, the profile of Essen Motor Show as a performance festival is a determining factor – it offers a great experience and is more than just a classic automotive exhibition. The new halls bring extra added value and further improve the surroundings for both exhibitors and visitors." said Ralf Sawatzki, Project Manager of Essen Motor Show, summarising the positive atmosphere.

Sporty production cars in Hall 3; tuning, lifestyle and accessories in Hall 6

The new halls also make it possible to improve the theme-based hall plan. In future, Essen Motor Show will be even more clearly split according to its four different pillars from a spatial perspective: sporty production cars, tuning, motorsports and classic cars. Halls 1 and 2 kick the exhibition off with classic collector vehicles in the Classic & Prestige Salon. S.I.H.A. is the driving force behind the classic car element at the Essen Motor Show. Hall 1A once again provides the backdrop to tuningXperience, as it did last year: around 150 private tuners will be showing off their modified vehicles at this stand-out scene event – often with parts and accessories from the range available at Essen Motor Show.

As before, Hall 3 will showcase sporty production vehicles, tyres and chassis. This represents the very heart of the industry and is where in recent years manufacturers such as Abarth, BMW, Citroën, Ford, Lada, Mercedes-Benz,



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

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Peugeot, Porsche, Renault, Shelby, Skoda and Volkswagen have been represented at the Performance Festival. In addition, as the ideal sponsor of Essen Motor Show, ADAC is putting on a large-scale exhibition of its offers and racing series. Messe Essen is presenting an unrivalled special show with around 15 sporty cabriolets to whet appetites for the upcoming open-air season. Several unusual design cars and crazy cars will also be giving a flavour of innovative and curious new branches which go beyond the automotive mainstream.

Where every second counts: Motorsport in Halls 4 and 5

Once again, the Galeria will become a shopping promenade for car hifi, tuning and accessories. Further north of this, the hearts of racing sport enthusiasts will beat even faster. In the new Halls 4 and 5, motorsport is the be all and end all. The motorsport arena in Hall 4 (previously Hall 7) is a must for many fans. The live action includes taxi drives for visitors and presentations of new vehicles and racing series. Things are a little calmer in the neighbouring pit lane and the Performance Center in Hall 5 (previously Hall 6). In addition to racing series and racing tracks, the display includes sports car manufacturers, for example. A particular highlight of the prelude to the Essen Motor Show is Race Night, in which Auto Bild Motorsport and Auto Bild Sportscars honour the best racing drivers and sports cars of the year.

The new Hall 6 is all about tuning, lifestyle and accessories. The Tuning Salon in the new Hall 7 (previously Hall 10/11) is home to the association for automotive tuners, its members and other exhibitors. The displays in the new Hall 8 (previously Hall 12) are also largely focused on tuning and accessories. Amongst others, Car Media World is attracting visitors with well-known hifi brands which they can experience and try out in this hall.

Clip "The new halls of EMS 2018":

<https://www.youtube.com/watch?v=WqnXNkqn71k>

Registration documentation and other information:

www.essen-motorshow.de

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