



03.12.–11.12.2022
Previewday: 02.12.
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Essen, May 24, 2022

The Car Festival of the Year

Eszen Motor Show announces first strong names for 2022

Registration deadline on June 30 - early bird discount until May 31

The car festival of the year is taking shape: From December 3 to 11, 2022 (Preview Day: December 2), the Essen Motor Show will be the big stage for performance and individual automobiles. Exhibitors still have the opportunity until June 30 to become part of Europe's leading event for sports cars, tuning, motor sports and classic cars. They can benefit from an attractive early-booking discount of ten percent until May 31. Registration forms are available online at www.essen-motorshow.de. The commitments made so far are attracting attention in the industry: After several years, the BMW Group is returning to Essen; in addition, Continental, H&R and Recaro, among others, have already announced their participation. Fiat, Lexus, Suzuki and Toyota are represented at the EMS by a trade partner.

The tuning scene also shows presence in the Ruhr area: So far, these include, for example, Arlows, Foxed, How Deep and Streetec with null-bar. The offer ranges from tuned cars to parts and accessories to high-quality fashion. Additional activity in the halls will be provided by the special show tuningXperience with private vehicles from all over Europe. With the Association of Automobile Tuners, a strong partner from the tuning sector will also be supporting the Essen Motor Show. Motorsport fans can look forward to the ADAC, the Hockenheimring and the German Sport Driver Circle in addition to numerous racing series and teams.

Car Festival in nine halls

Michael Schneider, Head of Tuning and Replacement Business at Continental Reifen, explains the benefits of the Essen Motor Show as follows: "For us, the Essen Motor Show is one of the most important communication platforms in the tuning sector. We meet our customers there - namely the vehicle tuners themselves as well as the car drivers with an affinity for tuning, their families and friends. Probably the most important industry get-together in Europe is a highlight for us and a fitting end to the year in the tuning sector." Dirk Klötzing, Managing Director at Esser Großhandels- und Dienstleistungen GmbH, has a similar view: "This year, we will again be represented at the Essen Motor Show with our FOXED.STORE and FOXED.CARE



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-Fotoservice |
Press Photo Service
Ayben Dürümoglu
Fon + 49.(0)201. 72 44-780
ayben.durumoglu@messe-essen.de
www.messe-essen.de
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booth. The EMS is the perfect place where all car enthusiasts and fans come together. Due to the longstanding connection and the closeness to home as a company from Essen, the Essen Motor Show is THE event of the year for us."

This year, the Essen Motor Show will take place in nine halls and thus occupy almost the entire grounds of Messe Essen. In Halls 1 and 2, the Classic & Prestige Salon of the organizer S.I.H.A. will be held with classic vehicles. The manufacturers and suppliers of performance series vehicles will present their range in Hall 3. The neighboring Hall 4 will become the large Event Area, Halls 5 to 7 will be reserved for the tuning and lifestyle sector. Exhibitors from the motorsport sector will be taking to the starting line in Hall 8, and numerous accessories suppliers will be presenting their products on a sales mile in the Galeria.

Further information: www.essen-motorshow.de