



Essen, October 23, 2024

Festival for sporty vehicles

## Essen Motor Show celebrates the car in all its diversity

Around 500 exhibitors from 15 countries will be at the start at Messe Essen

Here, where the heart and love of cars still count: From November 30 to December 8 (Preview Day: November 29), the Essen Motor Show invites its fans to a fast-paced spectacle. Around 500 exhibitors from 15 countries will be presenting breathtaking super sports cars, customized tuning creations and motorsport at Messe Essen. In addition, there is a comprehensive range of parts and accessories that leaves nothing to be desired. "Time to shine" is the motto of this year's event and once again promises plenty of shiny vehicles and beaming faces.

"The Essen Motor Show is simply a festival for all car fans. We celebrate the car without ifs and buts and regardless of the drive system. For us, combustion engines are just as much a part of it as electric vehicles. We invite everyone to become part of our unique community and have a great time," explains Ralf Sawatzki, Project Manager of the Essen Motor Show. The festival for sporty vehicles occupies nine halls this year and is entering its 56th round.

## Experience high performance and racing in Hall 3

Under the title Performance & Racing, Hall 3 of the Essen Motor Show will be all about sporty production vehicles, tuning and racing. A special highlight is a special on 40 years of the DTM, which takes fans on a journey through the history of Germany's most famous racing series. Trade fair returnee Skoda has its sights firmly set on the future: the Czech car manufacturer will be presenting the German trade fair premiere of the electric SUV Elroq in Essen, which will go on sale from 2025. There will also be new exhibitors such as Dickie Spielzeug, eBay Motors and LEGO, which are aimed not only at adult petrolheads but also at the next generation of the scene.



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Halls 5, 6 and 7 are dedicated to tuning, accessories and lifestyle fashion. Here, fans can discover new trends and products to transform their vehicle into a unique work of art. These include customized rims and suspension systems, individual paint finishes and custom-made interior and exterior modifications. Anyone still looking for inspiration is guaranteed to find it in the tuningXperience in Hall 5, where visitors can expect to see around 150 private vehicles from all over Europe, covering a variety of model types and tuning trends.

## **Focus on safe and reputable tuning**

Tuning? Of course! But not everything that is technically possible is allowed. That's why the TUNE IT! SAFE! initiative, which provides information about safe tuning at the Essen Motor Show and shares its know-how with fans. Visitors can also find out about their points status from the Federal Motor Transport Authority free of charge. As a special eye-catcher, the initiative will unveil its new campaign vehicle on the first day of the show: a tuned vehicle with a police look. However, TUNE IT! SAFE! will not be on the hunt for criminals, but will be promoting serious tuning in the coming year.

In addition to tuning fans, the Essen Motor Show also delights motorsport fans and offers an impressive variety of racing cars and technology. In Hall 8, visitors have the opportunity to immerse themselves in the world of the fastest sport in the world. The exhibitors include well-known clubs, racing series and race tracks. In addition, the Essen Motor Show is also an important meeting place for active motor sports enthusiasts. These include current and former professionals who will be signing autographs and answering questions from their fans.

## **Travel back in time in Halls 1 and 2**

The Essen Motor Show is without question a sporting spectacle - but it also has its classic side. This is particularly evident in the Classic & Prestige Salon of the organizer S.I.H.A. in Halls 1 and 2. Here, several hundred classic cars, youngtimers, super sports cars and prestige automobiles provide for nostalgic feelings. Many of the extraordinary exhibits are for sale, and there are also several specials on selected themes.

## INFORMATION



The Essen Motor Show opens on Preview Day (November 29) and on weekends from 9 a.m. to 6 p.m., during the week from 10 a.m. to 6 p.m. Tickets are available at [www.essen-motorshow.de](http://www.essen-motorshow.de). A regular day ticket costs 20 euros, on Preview Day it is 32 euros. There are also discounted afternoon tickets and reduced tickets for children, schoolchildren, students and people with disabilities. The above-mentioned website also provides up-to-date information on exhibitors, products and stand promotions as well as a digital visit planner.