

11.12.2022

Essen Motor Show confirms its top position in the industry

Desire for individualization was the focus of the Car Festival

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Enthusiastic visitors and happy exhibitors - this was the norm at this year's Essen Motor Show. More than 200,000 fans came to Messe Essen from Germany and neighboring countries to finally celebrate their love of the automobile again. From young to old, everyone agreed: This show is an experience. This was ensured by around 500 exhibitors from 13 countries who, over the past ten days, presented just about everything that the heart of the car fan desires: From historic Formula 1 bolides and tuned electric cars to the brand-new sports coupé from BMW, the range of products on offer once again left nothing to be desired.

"We are pleased about an absolutely successful fair. The Essen Motor Show has more than fulfilled the expectations and quite clearly expanded its position as the leading event in the industry. And what is even more important in these times: It has inspired its visitors," was the conclusion of Oliver P. Kuhrt, Managing Director of Messe Essen. The range and program were rich in highlights. BMW provided several of them: The automobile manufacturer presented a real trade fair world premiere at the stand in Hall 3 with the new M2 with M Performance Parts. The TUNE IT! SAFE! initiative also relied on Bavarian engineering skills this year and presented a tuned i4 as a new campaign vehicle.

"A great signal to a wonderful future".

The Essen Motor Show is a reflection of current tuning trends. Here, among other things, e-cars are playing an increasingly important role. This was demonstrated, along with other vehicles, by no less than two tuned VW ID. Buzz at the suspension manufacturers H&R and KW. The scene is also fond of refined classics, which could be found in particular in the tuningXperience in Hall 5. There, for example, an Audi Coupé (Type 89), Mercedes-Benz /8, Opel Ascona, Trabant 601 and VW Beetle spread historical flair. Otherwise, high-quality wheel-tire combinations, individually tailored suspension solutions and multi-piece rims dominated the appearance on the vehicles and numerous booths.

The atmosphere among the exhibitors was excellent: "It was nice to observe that the mood at EMS 2022 was so positive. For me, it also sends a really great positive signal towards a wonderful future, where we deal well with new technologies, recognize colors again and the industry is not as written off as we all thought. The cohesion is really great" - this is the conclusion of JP Kraemer, founder of JP Performance. At the Essen Motor Show, the tuner presented, among other things, a converted Nissan GT-R 34 at the booth of the wheel manufacturer Rotiform and a Porsche 964 in flamingo pink.

Stars and starlets compete in Essen

"We have an incredible ten days behind us, the response from the scene was mega. We are totally pleased about the appreciation of the exhibitors and visitors", Project Manager Ralf Sawatzki summarizes this year's

Essen Motor Show. Numerous stars and starlets came to Essen: Among them were drift drivers Steve Biagioni, Mareike Fox, Sidney Hoffmann, the Red Bull Driftbrothers as well as the racing drivers Tim Heinemann, Jens Klingmann, Carrie Schreiner and Tim Schrick. On the first weekend, former national soccer players Sebastian Kehl and Patrick Owomoyela also visited the show.

The upcoming Essen Motor Show is already in the starting blocks and will open its doors from December 2 to 10, 2023 (Preview Day: December 1). Exhibitors can find the registration documents now at www.essen-motorshow.de. Those who decide to participate by March 31 will additionally benefit from an attractive early booking discount.

02.12.2022

Essen Motor Show 2022 celebrates successful start

Premieres and celebrities on Preview Day and the trade show weekends

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The Essen Motor Show has started its 54th round with the Preview Day. Around 500 exhibitors from 13 countries will be showing everything to do with sports cars, tuning & lifestyle, motor sports and classic cars at Messe Essen until December 11. The first day of the spectacle was also marked by numerous innovations: Automobile manufacturer BMW unveiled the new BMW 2 with M Performance Parts together with influencer and TV presenter Jean Pierre Kraemer. Exhibitors H&R and KW Automotive Group also caused a stir, each presenting a tuned version of the electrically powered VW Bulli ID. Buzz.

In addition to the innovations from the automotive and supplier industry, the Preview Day of the Essen Motor Show was also marked by safe and serious tuning: Shortly after the start of the trade fair, the TUNE IT! SAFE! unveiled its new campaign vehicle with which it will be promoting its cause in the coming year: an electrically driven BMW i4 in police look, which the tuning specialist AC Schnitzer has given the finishing touches in terms of dynamics and appearance. With this vehicle, the initiative proves that electric cars can also be individualized and arouse emotions. At the stand in Hall 7, visitors will also receive free information from the Federal Motor Transport Authority (KBA) from the driving aptitude register as well as expert advice from tuning experts.

Messe Essen looks back on a successful show start

"We are very satisfied with the start of the trade show and expect a lot of business, especially on the weekends. For us, the Essen Motor Show traditionally marks the end of the trade fair year which was again characterized by challenges in 2022. We are all the more pleased about the enormous interest shown by exhibitors and visitors in the Essen Motor Show which, as a performance festival, successfully underpins its unique status in the world of trade fairs," explains Oliver P. Kuhrt, Managing Director of Messe Essen.

The coming days of the Essen Motor Show will also be dominated by well-known visitors: On the first Saturday (3.12.), former national soccer players Sebastian Kehl and Patrick Owomoyela will be making an appearance at the stand of tire manufacturer Hankook in Hall 7. In addition, fans can expect to see the Red Bull Driftbrothers, racing driver Jens Klingmann and YouTuber Felix von der Laden on the first weekend. TV presenter Sidney Hoffmann and motor sportsman Steve Biagioni will be guests on both weekends, and on the second weekend Hankook will also welcome more players from Borussia Dortmund. Information on dates and tickets for the Essen Motor Show is available at www.essen-motorshow.de. The online ticket store will be open for the entire duration, a regular day ticket is available for 20 euros.

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At a glance: Essen Motor Show 2022

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Essen Motor Show with a colorful range from Beetles to sports cars

Well-known brands and tuning stars come to Messe Essen in December

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It's all happening again on the Ruhr: From December 3 to 11, 2022 (Preview Day: December 2), around 500 exhibitors will transform Messe Essen into a paradise for sporty cars. In the 54th year of its existence, the Essen Motor Show continues to enjoy unbroken popularity and delights its audience with sports cars, tuning & lifestyle, motor sports and classic cars. The Car Festival occupies nine halls and gathers well-known brands such as BMW, Brabus, Continental, Hankook and the Mercedes Fan World. Of course, the Essen Motor Show will again be the big stage for stars from motorsport and tuning: Among others, the visitors can expect Mareike Fox, Philipp Kaes, JP Kraemer and the Red Bull Driftbrothers.

"The Essen Motor Show is the home for all car fans. The vehicles are extraordinary across the board, and that is independent of the technical drive. What is special is the variety, which ranges from the latest series model to the sporty classic car to the tuned e-car," is how Project Manager Ralf Sawatzki explains the fascination which emanates from the somewhat different automobile fair. In addition to new and old vehicles, the Car Festival also includes a number of sales booths with fan articles, automotive parts, merchandise and accessories. The tuning sector in particular will be presenting numerous new products at the Essen Motor Show, such as chassis, wheels and tires. A special trade fair premiere will also take place in Hall 3, where BMW will unveil the new M2 with M Performance Parts.

Special Show Black & Gold - 50 Years John Player Special

The range and program of the Essen Motor Show is spread over nine halls and leaves nothing to be desired: Halls 1 and 2 include the Classic & Prestige Salon of the organizer S.I.H.A., and the series manufacturers and suppliers will present themselves in Hall 3. Hall 4 will become an event area with bumper cars, racing simulators and a BattleKart track where visitors can compete in electric karts. Fans of tuning and lifestyle will get their money's worth in Halls 5, 6 and 7, and motorsport will find its home in Hall 8. In the Galeria, visitors can also look forward to a wide range of fan articles and accessories for cars.

Racing fans will experience a special highlight in Hall 3 with the special show "Fascination Black & Gold - 50 Years of John Player Special". The exhibition includes 18 vehicles from the Lotus racing team in the striking black and gold design, which goes back to the long-standing sponsor John Player Special. Visually at least as striking are the 150 or so tuned private vehicles in the tuningXperience in Hall 5. Here the spectrum ranges from volume models to show cars, with the focus on classic vehicles and German-built models. For example, a VW Beetle from 1957 and a VW T1 Samba from 1958 with a retrofitted Porsche engine will be on display. In addition, an Aston Martin Vantage V8 and a Tesla Model 3 show what is possible in tuning.

Tickets are only available for purchase in the online store

Tickets for the Essen Car Festival can be purchased this year exclusively in the online store on the Essen Motor Show website: There, visitors can choose between a regular day ticket for 20 euros (reduced: 16 euros) as well as tickets for the exclusive Preview Day and afternoon tickets. The Essen Motor Show opens on Preview Day and on the weekends from 9 a.m. to 6 p.m., during the week from 10 a.m. to 6 p.m.

Further information: www.essen-motorshow.de

02.12.2022

Essen Motor Show puts the spotlight on tuned classics

Older vehicles and German engineering are particularly popular

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Around 500 exhibitors will show everything that the heart of the car fan desires in nine halls at the Essen Motor Show from December 3 to 11 (Preview Day: December 2). The expected highlights include the tuningXperience with around 150 exhibits which will be competing in Hall 5. The program of the special show includes the most popular and most elaborately converted tuning vehicles in Europe. The automotive treasures will come to Messe Essen from eleven countries and show what is hot among the European tuning elite. Maintaining tradition is a top priority, because many vehicles are real classics. The two oldest models come from the era of the economic miracle: a VW Beetle from 1957 and a VW T1 Samba from 1958.

Other historical representatives include the Audi Coupé (Type 89), BMW E30, Mercedes-Benz /8, Opel Ascona B and VW Golf I. In addition, a tuned Trabant 601 spreads historical flair. In general, it is primarily models of German engineering that are in high demand among tuning enthusiasts. In addition to the perennial favorites from Audi and VW, vehicles from BMW, Mercedes-Benz and Porsche in particular are enjoying growing popularity. At tuningXperience, fans can expect to see refined versions of the Audi TT, BMW M3, Mercedes-Benz C63, Porsche 911 and VW Golf VII GTI, among others.

The finish is what counts

In addition to the well-known models, a visit to tuningXperience also means one or two surprises. Porsche Carrera GT, Toyota BB, Volvo 480, Wartburg 311 - these are just four of the particularly rare vehicles in the program. Whether old or new, "made in Germany" or imported model: "The scene is currently paying particular attention to high-quality wheel-tire combinations with matching chassis solutions. Two- or three-piece rims, which are particularly lightweight and can be produced flexibly in terms of size and finish, are often used. The goal is the perfect finish of the wheel-tire combination with the body," explains Sven Schulz, organizer of tuningXperience.

For the first time, this year's special show includes motorcycles. "This is also a trend that we are currently observing: More and more two-wheelers are being refined," Schulz explains further. The visitors to the Essen Motor Show can convince themselves of this by means of particularly spectacularly converted bikes: For example, several models of Harley-Davidson as well as a Krause Duo 4/2 and a Simson Star will be there. In addition, the program of the tuningXperience includes, as usual, numerous volume models, sports cars, sustainably powered vehicles, import models, track tools, wide bodies and show cars - and thus leaves nothing to be desired.

The imagination knows no bounds in Essen

Each vehicle in the tuningXperience is unique in its own right - and yet every year there are models that run

out of competition, so to speak, and attract the special attention of visitors. This year, these include a Ferrari Testarossa with a complete Liberty Walk conversion in widebody style and an Aston Martin Vantage V8 from 2020 that has been refined down to the last detail. An extended Mercedes-Benz W 124 in stretch limo look is also likely to cause a stir. And what's the point of it all? This question does not arise at the Essen Motor Show - there are no limits to enthusiasm and imagination here.

Further information and tickets at www.essen-motorshow.de

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A dream in black and gold

Essen Motor Show presents special show celebrating 50 years of John Player Special

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They were considered the most beautiful cars in Formula 1: 50 years ago, in 1972, the black and gold racing cars of the British Lotus team fascinated the public for the first time in the premier class of motorsport. The design went back to the then sponsor John Player Special (JPS) and became the trademark of the Lotus racing cars in the following years. At the Essen Motor Show, fans will be able to experience a total of 18 vehicles in the striking JPS colors in a special show in Hall 3 of Messe Essen from December 3 to 11 (Preview Day: December 2). These include seven Formula 1 cars alone from a time when the racing series stood for high excitement, thrills and wild parties.

"The special show takes visitors on a journey back in time to the past 50 years. The focus is, of course, on Formula 1, but we will also be showing several sports cars and motorcycles as well as a bicycle and an electric vehicle in the black and gold design of John Player Special," explains Ralf Sawatzki, Project Manager of the Essen Motor Show, stirring up anticipation for the exhibition. One of the most successful vehicles on display is the Lotus 77 from 1976 with a three-liter Cosworth DFV engine, which emitted around 465 hp. With the Lotus 77, the team led by Lotus boss Colin Chapman returned to the front ranks of Formula 1 after previously experiencing two lean years.

Shrouded in mystery and banished: the Lotus 88

The car with the most curious history at Essen is the Lotus 88 from 1981. The car is still shrouded in mystery among racing fans today because it only appeared on a racetrack three times and was banned by the stewards after just a few practice laps. The 88 was Colin Chapman's response to the new rule that movable skirts were banned on cars. However, the relevant passage of text in French was unclearly worded. Taking advantage of this gray area, Lotus boss Chapman and his team began to design a new race car - but the Formula 1 sports commissioners disagreed with the resourceful designer.

Things went better for Lotus three years earlier: In 1978, the British company presented the Lotus Esprit JPS at the Essen Motor Show - not a Formula 1 car, but a road car based on Mario Andretti's Formula 1 World Championship title in the same year. In 2022, the sports car will be on display again at Essen. Each example is numbered and has Colin Chapman's signature on the dashboard. In addition, all cars have a three-spoke Momo steering wheel with Mario Andretti's name on it. A total of just under 150 cars are said to have been built by 1979. With 160 hp from four cylinders of its two-liter engine and a weight of 900 kilograms, the Esprit JPS reached a speed of 200 km/h.

Electric on the road in the Sinclair C5

The Sinclair C5, which is also on display, is not really suitable as a role model for the racing cars in today's

Formula E, with a top speed of 24 km/h. It is a vehicle that has been produced in the UK since 1984. But the three-wheeled electric vehicle, which was produced in Great Britain from 1984 onwards, will still be remembered. The Sinclair C5 had a DC motor with 250 watts (0.34 hp), its weight was 160 kilograms, and it could travel just under 30 kilometers on one battery charge. Ayrton Senna and Elio de Angelis must have thought that was enough off the track at the 1985 Formula 1 Grand Prix at Silverstone: The two Lotus factory drivers drove around the paddock in two C5s in John Player livery.

The other vehicles in the special show "Fascination Black & Gold - 50 Years of John Player Special" in Hall 3: Lotus 76 (1974), Ford Capri MkII JPS (1975), Lotus Esprit (1980), Lotus 81 (1980), Lotus 87 (1981), Lotus 92 (1983), Lotus 94T (1983), JPS Roush Trans-Am Mustang (1985), Norton F1 JPS (1990), Lotus Type 110 (1994), Lotus LMP2 (2012), Lotus Motorcycle (2014), Lotus Exige Type 79 (2017).

Around 500 exhibitors make hearts beat faster

In addition to the special show on the occasion of 50 years of John Player Special, around 500 exhibitors from 13 countries will present their range of products and services for sports cars, tuning & lifestyle, motor sports and classic cars at the Essen Motor Show. Among others, well-known brands such as BMW, Brabus, Continental, Hankook and the Mercedes Fan World will be present. Tickets can be purchased exclusively in the online store on the Essen Motor Show website: There, visitors can choose between a regular day ticket for 20 euros (reduced: 16 euros) as well as tickets for the exclusive Preview Day and afternoon tickets.

Further information: www.essen-motorshow.de

02.12.2022

40 Years Classic & Prestige Salon at the Essen Motor Show 2022

The spectacular festival of exquisite automobiles

The spectacular festival of exquisite automobiles

- | 40th edition of the Classic & Prestige Salon as part of the Essen Motor Show
- | Preview and press day on Friday, December 2, 2022
- | Regularly open from 3 to 11 December 2022
- | Meeting place for all lovers of classic cars, youngtimers, super sport cars and prestige automobiles
- | Exciting offers at the most traditional sales salon for classic cars in Germany
- | Fascinating anniversaries: Preview 100 years of the 24 h of Le Mans, 70 years of Mercedes-Benz SL, 55 years of AMG
- | Highlights of automotive history from Japanese cult classics to the movie star Manta Manta and the purely solar-powered Sonnenwagen (solar car)

With the Classic & Prestige Salon, an absolute success format will start its 40th edition on December 2, 2022: It is regarded as the unsurpassed highlight of the largest annual motor show in Germany. In Halls 1 and 2 of the classic car organizer S.I.H.A., all lovers of exceptional, exclusive, powerful and sporty outstanding automobiles will find hundreds of highly varied exhibits on a lush 17,000 square meters of exhibition space.

The Classic & Prestige Salon thus not only shines with its great tradition, but has also been considered the most established classic car exhibition and sales salon for many years. In contrast to many other sectors, some categories of vehicles that are at home at the Classic & Prestige Salon are even experiencing a significant increase in demand. This trend has proven to be extremely robust, despite all the news and influences: the enthusiasm for exciting and unique automobiles is proving to be more alive than ever. This is also confirmed by the market observer classic-analytics with a current interim report: The ten most expensive classic cars of 2022 already add up to around 240 million euros by October alone.

At its 40th edition, the Classic & Prestige Salon is inviting visitors to celebrate several anniversaries. For example, the most legendary of all endurance classics, the 24 h of Le Mans, will celebrate its 100th birthday in 2023. As an eyewitness, the Technik Museum Sinsheim is bringing a 150-hp, extremely rare Triumph TRS to Essen as a preview of its successful race participation from 1961. With several models from different eras, the Classic & Prestige Salon is commemorating 70 years of the Mercedes-Benz SL, a model series that first appeared in sports car races in 1952 - and caused a sensation with countless successes from the very beginning.

For some, it is certainly surprising that AMG can already celebrate its 55th anniversary this year. In 1967, Hans Werner Aufrecht and Erhard Melcher founded their small company in Großaspach near Stuttgart. With the Mercedes-Benz SLS AMG (2010), the Classic & Prestige Salon is showing the first model that AMG had developed itself from scratch as an independent automobile.

Every year, fans are delighted by the wide range and variety of automobiles on display. As an attraction, they experience the original yellow and blue star from the action comedy "Manta, Manta" (1991), signed by Til Schweiger - who played Bertie. With a trio of Honda NSX, Nissan S14 and Toyota GT86, three Japanese cult classics of automotive history will go to the starting line.

But the Classic & Prestige Salon also looks to the future. For example, the Swedish super sports car manufacturer Koenigsegg is celebrating a German premiere with the CC 850, and BRABUS from Bottrop is once again showing absolute highlights from its current and classic portfolio. Completely different, but no less fascinating, is the Sonnenwagen, already the third evolutionary stage of a solar car, which students from Aachen have sent to the starting line in various competitions - with success, as evidenced by winning the Italian championship and a double victory in the European Solar Challenge this year alone.

Dealers and visitors alike are once again eagerly awaiting the results of the international Concours d'Élégance, which is once again one of the highlights of the Classic & Prestige Salon. In this beauty contest, the jury of respected classic car experts from several countries will award a world cup to the most elegant automobile from the dealer lineup as "Best of Show". In addition, prizes are awarded in various classes.

Charity campaigns have played a major role at the Classic & Prestige Salon for many years. This year, organizer S.I.H.A. is again enthusiastically supporting the KinderHerz foundation and Lebenshilfe Gießen with its unsurpassed popular classic car donation campaign. In return for a donation, it offers the chance to win one of twelve attractive classic cars with a bit of luck.

With its broad, exciting range and many attractions, the Classic & Prestige Salon secures its role as a top meeting place and absolute must-attend event for every automobile aficionado. Whether young beginners, active collectors or enthusiastic fans: For all of them, a visit offers fascinating hours, many surprising insights and the best opportunity to already take a first look at the upcoming world fair for classic automobiles - the 34th Techno-Classica Essen. It will open its doors from April 12 to 16, 2023.

05.09.2022

Ticket sales for the Essen Motor Show have started

Well-known brands and tuning stars come to Messe Essen in December

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The Essen Motor Show is going into its 54th round: From December 3 to 11, 2022 (Preview Day: December 2), Messe Essen will be transformed into a colorful stage for sports cars, tuning & lifestyle, motor sports and classic cars. Tickets are now available at www.essen-motorshow.de for the PS Festival, which will once again be the center of attraction for numerous car fans from all over Europe. They are already looking forward to seeing many well-known brands, such as BMW, Continental, the Mercedes Fan World and Recaro. Of course, the EMS will once again be a big rendezvous for the scene's stars: so far, Mareike Fox, Philipp Kaes, JP Kraemer, the Red Bull Driftbrothers, and Franz Simon are among the participants.

Fans can choose between a regular day ticket for 20 euros (reduced: 16 euros) and various ticket specials. An afternoon ticket, for example, costs 14 euros, and members of the ADAC or DSK receive a regular day ticket for a reduced 17 euros. Special prices apply on the coveted Preview Day on December 2: Here, a day ticket costs 32 euros, reduced 27 euros and 17 euros in the afternoon. Children under the age of 8 and persons accompanying people with disabilities are admitted free of charge. "The fascination for sporty cars and especially tuning & lifestyle is unbroken. Therefore, we are again assuming a great interest on the part of the fans and hope that the fans will secure their ticket in good time," explains Ralf Sawatzki, Project Manager of the Essen Motor Show.

Nine halls of concentrated enthusiasm for automobiles

This year, the Essen Motor Show will occupy almost the entire grounds of Messe Essen: Halls 1 and 2 comprise the Classic Cars, the series manufacturers and suppliers will present themselves in Hall 3, and Hall 4 will become the large event area. Fans of tuning and lifestyle will get their money's worth in Halls 5, 6 and 7, and motor sport will find its home in Hall 8. In the Galeria, visitors can also look forward to a wide range of fan articles and accessories for cars.

24.05.2022

Essen Motor Show announces first strong names for 2022

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

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 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.

05.12.2021

"Limited Edition" of the Essen Motor Show arrives safely at the finish line

Satisfied exhibitors and visitors at Messe Essen

Satisfied exhibitors and visitors at Messe Essen

It was a special Essen Motor Show: After a one-year break, the Performance Car Festival returned as a "Limited Edition" from November 26 to December 5 - under strict hygiene regulations and with 3G access control (3G = vaccinated, tested, recovered). Despite the unusual conditions, around 100,000 car fans came to Messe Essen over ten days and created considerable demand among the approximately 400 exhibitors. "We are really satisfied with the course of the fair. All those involved handled the situation very responsibly and showed that trade fairs are well controllable trading places," Oliver P. Kuhrt, Managing Director of Messe Essen, summarized the runtime.

In order to protect the health of all trade show participants as best as possible, this year's Essen Motor Show took place with comprehensive hygiene rules. These included online-only ticket sales to avoid queues and mandatory wearing of masks in the exhibition halls. In addition, separate entrances and exits as well as contactless payment procedures ensured that the trade fair proceeded safely. Numerous disinfectant dispensers and hand-washing facilities were available throughout the exhibition center. In addition, the latest ventilation systems and open doors ensured fresh air in the generously sized halls.

The tuned car of tomorrow is sustainable and vegan

But not everything was different from usual: Once in the exhibition halls, the familiar trade fair feeling quickly set in with the visitors. Because the focus of the Essen Motor Show was once again on the vehicles, and there was no shortage of them. Whether conventionally or sustainably driven, new or old, tuned or series: The exhibitors impressively showed the entire range of individual and sporty mobility. It became clear that interest in electrically powered vehicles is also growing: For example, many tuners presented modified models from well-known car manufacturers - including a Tesla Model 3 from Startech, which features a vegan leather interior, among other things.

The exhibitors and partners drew a positive conclusion after ten days of the trade show: "The EMS 2021 took place under challenging conditions. The project team did a good job and so did exhibitors and visitors with regard to compliance with hygiene regulations. I personally felt safe on the exhibition grounds. In my opinion, EMS 2021 has shown that such an event can be held safely," explains Harald Schmidtke, Managing Director at the Association of Automobile Tuners.

Tuning - but safely!

Of course, this year's Essen Motor Show was again characterized by many trade fair premieres and innovations. Among them were the Tesla Model Y at the booth of the exhibitor Next e.Share one and the new Toyota GR86 at Lackas Rhein-Ruhr. A premiere of a special kind also took place at the stand of the initiative

TUNE IT! SAFE!, which unveiled its new campaign vehicle in Essen: a Techart GT based on a Porsche 911 Targa 4. This is the first time the initiative has used a convertible to promote safe and serious tuning - and thanks to a special production, the vehicle still has its signal system.

The friends of classic vehicles also got their money's worth in Essen. In the Classic & Prestige Salon of the organizer S.I.H.A., visitors could expect highlights of automobile construction from Ford Model T to Mercedes-Benz 300 SL and Koenigsegg. The focus of the salon was on several anniversaries and special shows: 100 years of AVUS, 60 years of Jaguar E-Type as well as several motorsport icons from Ford and Super Sports Cars invited visitors to dream. A Bizzarrini GT 5300 Strada with a value of around 1.5 million euros was crowned the most beautiful classic car at the show.

Seeing each other at EMS 2022

The 54th Essen Motor Show will open from December 3 to 11, 2022 (Preview Day: December 2) at Messe Essen. Until then, car fans can keep up to date with new trends in sports cars, tuning, motorsport and classic cars all year round on the social media channels of the Essen Motor Show.