INFORMATION

28.11.–06.12.2026
Previewday: 27.11.
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Essen, 4 November 2026

The Festival for All Car Enthusiasts

100 Years of Route 66: Essen Motor Show Brings the American Dream to the Ruhr Region

Special exhibition celebrates the legend of America's iconic highway

Endless highways, gleaming chrome and the feeling of boundless freedom: Route 66 is more than just a road. It's a way of life. In 2026, the legendary "Mother Road" celebrates its 100th anniversary – and Essen Motor Show is joining the celebrations. From 28 November to 6 December, Messe Essen will once again be transformed into a festival for car enthusiasts. Visitors can get a first glimpse of the highlights at the Preview Day on 27 November. One of these highlights is the special exhibition "100 Years of Route 66", taking visitors on an unforgettable road trip across the USA. Together with Original Drivestyle Department, Essen Motor Show is bringing American dream cars, genuine movie stars and iconic US cars to the Ruhr region.

A road trip across America, please! Since 1926, Route 66 has connected Chicago and Los Angeles, stretching over 3,900 kilometres. Eight US states, countless stories and a legend that continues to captivate car enthusiasts around the world to this day. Essen Motor Show is bringing this unique spirit to its exhibition halls. The special exhibition takes visitors on a journey through automotive history, filled with nostalgia, pop culture and the American passion for extraordinary vehicles.

Eight States, Countless Automotive Legends

The road trip begins in Chicago, Illinois, with a genuine Hollywood star: the Bluesmobile from the cult classic *The Blues Brothers*. The black-and-white 1974 Dodge Monaco is an icon among movie fans. The journey continues to St. Louis, Missouri, where the legendary Chevrolet Corvette was produced for decades. Kansas is represented by an IHC International Harvester Scout II, before a 1957 Plymouth Fury in Oklahoma recalls one

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Veröffentlichung kostenfrei – Beleg erbeten
Publication free of charge – Copy requested

of the most unusual stories in American automotive history: back in 1957, a Plymouth was buried in Tulsa as a time capsule, only to be unearthed 50 years later.

The next stops are just as impressive. In Texas, a 1957 Cadillac pays tribute to the famous Cadillac Ranch near Amarillo. Albuquerque, New Mexico, contributes a very special cult vehicle – TV series fans, take note! Another highlight awaits visitors of all ages in Arizona, where a tribute to Lightning McQueen from the animated film *Cars* takes centre stage. The journey reaches its grand finale in Los Angeles, California, with a spectacular lowrider. Elaborate paintwork, a distinctive personal touch and the motto "low and slow" turn this vehicle into a rolling work of art.

The American Dream Meets the Spirit of the Ruhr Region

"Few roads embody the longing for freedom and the sheer joy of driving quite like Route 66. That makes it a perfect fit for Essen Motor Show's DNA," explains Ralf Sawatzki, Project Manager of Essen Motor Show. "To mark its 100th anniversary, we're bringing the spirit of the Mother Road straight to the Ruhr region and offering our visitors a truly unforgettable experience."

The Route 66 special exhibition is just one of many reasons to visit Essen Motor Show. More than 500 exhibitors from 19 countries will make this year's event a true celebration of horsepower. From sporty production cars and motorsport to tuning and classic cars, this is where people with petrol in their veins come together to share their passion for automobiles. The combination of extraordinary vehicles, customised creations and plenty of excitement makes Essen Motor Show an unmissable event for the automotive community.

Tickets Are Just a Few Clicks Away

Tickets are available conveniently online at www.essen-motorshow.de. Visitors planning a spontaneous trip can also purchase their tickets digitally. Only cashless payments are accepted at the on-site ticket counters.