INFORMATION

Essen, 6 October 2026

The Festival for Car Fans

Big Brands, Big Premieres: Škoda, Volkswagen, Kumho Tire and Toyo Tires Return to the Essen Motor Show

BRABUS Presents "Bodo" Supercar

The year is set to end on a high: From 28 November to 6 December 2026, Messe Essen will once again become the festival for car fans, with the exclusive Preview Day kicking things off one day earlier on 27 November. Around 500 exhibitors from 19 countries will bring automotive passion, innovation and spectacular vehicles to the Ruhr region. Several high-profile returning brands will add even more power to the line-up: Škoda, Volkswagen, Toyo Tires and Kumho Tire are back and will be showcasing their latest products in Hall 3.

"The fact that several major brands are returning to the Essen Motor Show is a fantastic signal and perfectly reflects what we stand for: This is where the community meets the most exciting vehicles, products and trends on the scene. It is precisely this combination that makes the Essen Motor Show so special," explains Ralf Sawatzki, Project Manager of the show. Škoda, one of Europe's best-known automotive brands, is making its return. In Hall 3, the brand will meet an audience passionate about sporty vehicles and automotive innovation.

New Tires, New EVs: Essen Celebrates Premieres

Toyo Tires is also returning to Hall 3. The tire manufacturer is marking its comeback with a special highlight by unveiling a new tire to visitors. Volkswagen is likewise returning with a strong presence. Visitors can look forward to several premieres in the field of electric mobility, bringing one of the automotive industry's most dynamic topics right into the heart of the performance festival.

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Kumho Tire is another returning exhibitor at this year's Essen Motor Show. The international tire manufacturer will be exhibiting in Hall 6, further strengthening the Tuning & Lifestyle segment. Things will also get spectacular in Hall 7, where BRABUS will present the "Bodo" supercar at premium tire manufacturer Continental's stand. The vehicle is set to be one of the eye-catchers at this year's Essen Motor Show, giving fans yet another reason to keep their cameras at the ready.

Four Pillars, One Shared Passion

The Essen Motor Show 2026 will once again focus on its four strong pillars: Performance & Racing takes centre stage in Hall 3, while Halls 5, 6 and 7 are dedicated to Tuning & Lifestyle. Hall 8 is all about motorsport. Fans of classic vehicles will find Youngtimers & Classic Cars in Halls 1 and 2. In this way, the Essen Motor Show covers the full spectrum of automotive enthusiasm – from new electric vehicles and individually customised one-offs to motorsport and classics. The focus is not only on the cars themselves, but above all on the community that comes together in Essen to celebrate its shared passion.

Exhibitors making a last-minute decision can still become part of the festival and register at www.essen-motorshow.de. Visitors can also purchase their tickets for the Essen Motor Show 2026 there. A regular day ticket costs €20. An important note for anyone wishing to purchase their ticket on site: Cash payments are no longer accepted at the box office. All information, exhibitor registration and tickets are available at www.essen-motorshow.de.