

INFORMATION



Essen, February 3, 2026

The leading performance festival

Essen Motor Show: Ford Schmitz + Wieseler raises over €10,000 for children with cancer

339 test drives generate €10,170 in donations

Great commitment at the recent Essen Motor Show: exhibitor Ford Schmitz + Wieseler held a successful fundraising campaign during the trade fair from November 29 to December 7, 2025 (preview day: November 28) in aid of the Essen parents' initiative to support children with cancer. A total of €10,170 was raised. The official handover of the donation took place on January 29, 2026, at the family center of the non-profit association.

The donation was financed by 339 test drives with electric Ford models. For each test drive completed, Ford donated €30 to the parents' initiative. The campaign was very well received by visitors to the Essen Motor Show and combined sustainable mobility with social commitment. The donation project was initiated by Ralf Sawatzki, project manager of the Essen Motor Show, and Julian Schmitz, Ford Schmitz + Wieseler car dealership.

Strong response to electric mobility and social commitment

"We were very impressed by the enormous participation and interest in our electric models. We are all the more delighted that, together with visitors to the Essen Motor Show, we were able to raise such a large amount of money for such an important cause," explains Julian Schmitz, assistant to the management of Schmitz + Wieseler GmbH.

The trade fair project management team also expressly welcomes the initiative. Ralf Sawatzki emphasizes: "The Essen Motor Show stands not only for automotive passion and innovation, but also for social responsibility. The fundraising campaign by Ford Schmitz + Wieseler impressively demonstrates how the trade fair experience, electric



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mobility, and social commitment can be meaningfully combined. My thanks go to everyone involved, especially the visitors who made this campaign possible with their test drives."

Further information: www.essen-motorshow.de