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Festival of the automotive industry

Essen Motor Show kicks off with a strong key visual

Corvette C8 by Cenk Akyildiz inspires exhibitors and visitors

It was one of the eye-catchers at the last Essen Motor Show: the spectacular Corvette C8 by Cenk Akyildiz in the center of the tuningXperience in Hall 5. The mint green sports car with 492 hp also caused a scene-wide sensation because it is the first Corvette C8 with a widebody kit from Liberty Walk in Europe. Now there is an extra portion of fame on top: the vehicle from Akyildiz is the new key visual of the Essen Motor Show and will generate enthusiasm in social media, on the Internet and on billboards.

For the trained coachbuilder from Kuppenheim in Baden-Württemberg, a small dream has come true: "I have been visiting the Essen Motor Show since I was a teenager, and I have been an exhibitor since 2014. The fact that my vehicle is now the face of the upcoming trade fair makes me really proud." Akyildiz got his start in tuning in the classic way with mopeds, but now runs his own company and refines exclusive sports cars. It took him around three months to convert his Corvette.

Performance, innovative strength and individuality

The key visual is the key image of the Essen Motor Show, which is developed anew every year. The Cologne-based agency crossover communication is responsible for this, developing the motif on behalf of Messe Essen and closely based on the vehicle. With the special background structure, the communication professionals created a futuristic space that reinforces the shape of the Corvette and gives it an exclusive stage. The colors of the room in light yellow, gold and turquoise create a mixture of energy, elegance and liveliness. In combination, this creates a campaign image that majestically and confidently symbolizes the Essen Motor Show.



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INFORMATION



“This year's key visual conveys the values of performance, innovative strength and individuality. We are also underlining our special proximity to the tuning scene by making a vehicle from the community our leitmotif for the second time in a row,” explains Ralf Sawatzki, Project Manager of the Essen Motor Show.

The upcoming Essen Motor Show will take place from November 29 to December 7, 2025 (Preview Day: November 28) at Messe Essen. Interested exhibitors can find the registration documents at www.essen-motorshow.de.