INFORMATION

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Europe's leading motor show for performance vehicles

Essen Motor Show 2026: The Ultimate Festival of Automotive Passion

Around 500 exhibitors, new themed areas and spectacular anniversaries

From 28 November to 6 December 2026 (Preview Day: 27 November), Messe Essen will take automotive enthusiasts on a fascinating journey through the past, present and future of motoring. Around 500 exhibitors from 19 countries will showcase the full diversity of the automotive world at the Essen Motor Show – from performance and motorsport to tuning and lifestyle, as well as modern classics, vintage cars and automotive legends.

"The Essen Motor Show is where the entire world of automotive passion comes together. Our visitors can not only discover the latest trends but also experience true icons, meet like-minded enthusiasts and get up close to extraordinary vehicles. With our new classic car halls and special anniversary celebrations, we are offering more exciting experiences than ever before in 2026," says Project Director Ralf Sawatzki.

Major Milestones and Iconic Vehicles

Three major anniversaries will provide special highlights in 2026. Just a few days before the Essen Motor Show, the legendary Route 66 will celebrate its 100th anniversary on 11 November. Officially designated in 1926, the "Mother Road" remains one of the ultimate symbols of freedom, adventure and the American dream on four wheels. A special exhibition in Hall 2 will take visitors on a journey through a century of automotive history. Among the vehicles evoking a sense of nostalgia will be a 1974 Dodge Monaco "Bluesmobile" and a 1957 Plymouth Belvedere.

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The 80th anniversary of Vespa will also be celebrated in Hall 2. An exhibition featuring selected models of the iconic Italian scooter will offer insights into the brand's evolution.

Another highlight will be dedicated to "The Fast & The Furious". For 25 years, the film franchise has had a lasting influence on international tuning culture. Featuring several original movie cars, the special exhibition in Hall 1 will bridge the gap between cinematic history and the real-world automotive scene.

From Performance to Motorsport

Visitors will discover the latest trends in performance and vehicle customisation in Halls 3, 5, 6 and 7. Manufacturers, tuning companies and accessory specialists will present products, customised vehicles and show cars. Exhibitors will include well-known names such as Capristo Automotive, H&R Spezialfedern, Kumho Tire, Skoda, Toyo Tires and Volkswagen.

The range of products on display will extend from new vehicles, suspension systems and wheels to car care products and automotive technology. At the same time, the tuningXperience will make the show a major meeting point for the European tuning community, featuring around 150 privately owned customised vehicles. Among them will be a Rover Mini powered by a 300 hp Tesla electric drivetrain.

Motorsport is also an integral part of the Essen Motor Show's DNA. Racing cars from various disciplines, behind-the-scenes insights and industry representatives will make Halls 3 and 8 particular hotspots for fans. From circuit racing and rallying to historic motorsport, visitors will experience the thrill of competition up close.

A New Experience for Modern Classics and Vintage Cars

With a new concept for classic vehicles, the Essen Motor Show 2026 is opening a new chapter. For the first time, the show will organise its classic car area independently. Hall 1 will focus on modern classics, while Hall 2 will be dedicated to vintage cars.

Dealers, clubs and private sellers will showcase a selection of vehicles. The range will also include spare parts, accessories, model cars, literature, car care products and lifestyle items.

Tickets for the Essen Motor Show are available at www.essen-motorshow.de. A day ticket costs €20 online. The show will be open from 9 a.m. to 6 p.m. on Preview Day and at weekends, and from 10 a.m. to 6 p.m. on weekdays. Only cashless payments will be accepted at the on-site ticket offices.