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Essen Motor Show heads to the Far East

German tuning excellence live in China

Twelve strong brands showcase performance and design at the GT Show

From March 27 to 29, 2026, the German Pavilion will once again be part of the renowned GT Show at the Suzhou International Expo Centre in Suzhou, China. Organized by Messe Essen, the German joint stand brings leading companies from the tuning and performance industry to Asia and offers international trade fair visitors a compact overview of German innovation, quality, and design expertise. Participation in the German Pavilion is sponsored by the Federal Ministry for Economic Affairs and Energy (BMWE). The joint project also receives further support from the Association of Automobile Tuners (VDAT).

The GT Show is one of the most important international trade fairs for vehicle refinement, performance, accessories, and automotive lifestyle, attracting a wide range of trade and end customers with a keen interest in individual mobility and premium products every year. The German Pavilion will feature exhibitors such as Capristo Automotive, EVC Electronic, H&R Spezialfedern, MTW Motorsport, the Association of German Automobile Tuners (VDAT), and WS-Racing. Together, they will showcase a diverse range of high-performance technology, innovative tuning solutions, and industry expertise—all under the “Made in Germany” quality promise.

Strong platform for German tuning know-how transfer

“The Chinese market is characterized by enormous enthusiasm for vehicle customization and technical innovations. With the German Pavilion, we are creating a strong platform to showcase German tuning expertise and promote direct exchange with an international community,” says Dirk Kreidenweiß, Managing Director of VDAT.

Antonio Capristo, Managing Director of Capristo Automotive, also emphasizes the importance of the trade fair: “The GT Show is an ideal



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stage for us to present our high-end performance products for the first time to an extremely knowledgeable and passionate audience in China as part of the German Pavilion. Our premiere at the joint stand underscores the high importance of this market for Capristo Automotive. The German Pavilion stands for quality, engineering excellence, and emotional vehicle refinement—values that have always characterized our brand."

Experience, exchange, and international trends

Visitors can look forward to exclusive product and technology highlights, have the opportunity to talk personally with German manufacturers and industry experts, and find inspiration for their own tuning and performance projects. In addition, the joint stand offers exciting insights into current trends in the international tuning scene. The Suzhou International Expo Centre is located in the immediate vicinity of Shanghai and is one of the most modern exhibition centers in China – an ideal location for a trade fair with international appeal.

About the GT Show:

The GT Show is one of Asia's leading platforms for tuning and car culture. It combines trade fair, community events, and lifestyle experiences, attracting tens of thousands of visitors from home and abroad every year.