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Outlook for the festival for car fans

Essen Motor Show gains strong new exhibitors

Dickie toys, the LEGO® brand and ebay present themselves for the first time in Essen

It is Europe's biggest festival for car fans: from November 30 to December 8 (Preview Day: November 29), the Essen Motor Show is expected to attract tens of thousands of fans to Messe Essen once again. Around 500 exhibitors will use the colorful and diverse platform to present their new vehicles, parts and accessories to an enthusiastic audience. In addition to numerous established names from the industry, three companies that are also well-known outside the automotive community will be taking part this year: Toy manufacturers Dickie Spielzeug and the LEGO® brand as well as the online marketplace ebay are celebrating their premiere as exhibitors.

"We are delighted to be taking part in the Essen Motor Show for the first time with the Majorette and Jada brands. As a manufacturer of model vehicles and trendy collectible figures in small and large scale, this is a great platform for us to inspire fans from the car and tuning scene. We are particularly proud of our exclusive Majorette trade fair model, the Toyota GR Supra - in the design of this year's Essen Motor Show campaign vehicle," explains Udo Plichta, Director Model Cars at Dickie Spielzeug. LEGO GmbH is also looking forward to the event: "The LEGO brand is represented at the Essen Motor Show this year with a crowd-puller. The impressive large LEGO model will impress all sports car enthusiasts as a photo motif. At our LEGO action area, we would like to invite model building fans big and small to get creative," announces Theresa Silbereisen, Senior Director Marketing at LEGO GmbH. Both new exhibitors will present themselves in Hall 3, which is themed Performance & Racing and where ebay will also be making its debut at the EMS. Fans can also look forward to seeing the Shelby car manufacturer, whose high-performance sports cars such as the Shelby Cobra and Shelby Mustang have made history.



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No wish remains unfulfilled: Tuning & Lifestyle in three halls

Tuning & Lifestyle will take up the largest proportion of space at the Essen Motor Show in Halls 5, 6 and 7. In addition to tuningXperience with around 150 privately tuned scene vehicles, a whole range of well-known brands will be presenting themselves. This year, these include Continental tires, the manufacturer of intake systems Eventuri, the fashion label Foxed, H&R special springs, JP Performance, the Association of Automotive Tuners and the wheel professionals from Wheel Pros. Grail Automotive, one of the leading manufacturers of exhaust systems, will also be there: "The Essen Motor Show is the most important event of the year for us and offers an outstanding platform for maintaining and expanding valuable contacts with our customers and business partners. We can hardly imagine a better environment to present our new products to the public," says CEO Patrick Behrendt.

Hall 8, which is dedicated to motorsport and where racing series, tracks and teams can be found, is particularly sporty. One of the best-known names is undoubtedly the manufacturer Ravenol, whose high-quality lubricants and fluids not only impress private users but also many national and international racing series. In addition, Hall 8 is an important meeting place for active motor sports enthusiasts to make contacts and arrange cooperation agreements. In addition to the areas mentioned, the Essen Motor Show also includes the Classic & Prestige Salon with classic vehicles (Halls 1 and 2), an Event Area (Hall 4) and a sales mile in the Galeria.

Interested exhibitors who would like to secure one of the last remaining stand spaces can find the registration documents and further information at www.essen-motorshow.de.