



Essen, June 26, 2024

Festival for sporty vehicles

## Essen Motor Show wins THEO Award for the twelfth time

Readers of TUNING and VW SPEED voted for the best tuning brands

The Essen Motor Show has once again won the prestigious THEO Award in the Events category, impressively confirming its leading position in the industry. The performance festival has received the prestigious award for the twelfth time in total and also for the ninth time in succession. The THEO Award is presented annually by the magazines TUNING and VW SPEED to the top brands in the tuning and accessories industry. It is preceded by an online vote in which readers choose their favorites in ten categories. The award is named after Theo Decker, who was one of the very first tuners and became famous for "souping up" Beetles.

Ralf Sawatzki, Project Manager of the Essen Motor Show, is delighted about winning the THEO Award once again: "We are incredibly proud to have won the award for the twelfth time. This award is once again a wonderful confirmation of our continuous efforts to make the Essen Motor Show a unique experience for all fans every year. My thanks go to our dedicated team and our loyal exhibitors and visitors, without whom this success would not be possible."

## Europe's leading performance festival

The next Essen Motor Show will take place from November 30 to December 8, 2024 (November 29: Preview Day) at Messe Essen. The event is regarded as Europe's leading festival for sporty vehicles and one of the world's most important platforms for car fans. The focus will be on the topics of performance & racing, tuning & lifestyle, motorsport and classic cars. Interested exhibitors can still register until June 30, 2024 and can find the registration documents at [www.essen-motorshow.de](http://www.essen-motorshow.de).



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