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Essen, December 11, 2022

Europe's leading event for sporty vehicles

Essen Motor Show confirms its top position in the industry

Desire for individualization was the focus of the Car Festival

Enthusiastic visitors and happy exhibitors - this was the norm at this year's Essen Motor Show. More than 200,000 fans came to Messe Essen from Germany and neighboring countries to finally celebrate their love of the automobile again. From young to old, everyone agreed: This show is an experience. This was ensured by around 500 exhibitors from 13 countries who, over the past ten days, presented just about everything that the heart of the car fan desires: From historic Formula 1 bolides and tuned electric cars to the brand-new sports coupé from BMW, the range of products on offer once again left nothing to be desired.

"We are pleased about an absolutely successful fair. The Essen Motor Show has more than fulfilled the expectations and quite clearly expanded its position as the leading event in the industry. And what is even more important in these times: It has inspired its visitors," was the conclusion of Oliver P. Kuhrt, Managing Director of Messe Essen. The range and program were rich in highlights. BMW provided several of them: The automobile manufacturer presented a real trade fair world premiere at the stand in Hall 3 with the new M2 with M Performance Parts. The TUNE IT! SAFE! initiative also relied on Bavarian engineering skills this year and presented a tuned i4 as a new campaign vehicle.

"A great signal to a wonderful future".

The Essen Motor Show is a reflection of current tuning trends. Here, among other things, e-cars are playing an increasingly important role. This was demonstrated, along with other vehicles, by no less than two tuned VW ID. Buzz at the suspension manufacturers H&R and KW. The scene is also fond of refined classics, which could be found in particular in the tuningXperience in Hall 5. There, for example, an Audi Coupé (Type 89), Mercedes-Benz /8, Opel Ascona, Trabant 601 and VW Beetle spread historical flair. Otherwise, high-quality wheel-tire combinations, individually tailored suspension solutions and multi-piece rims dominated the appearance on the vehicles and numerous booths.



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The atmosphere among the exhibitors was excellent: "It was nice to observe that the mood at EMS 2022 was so positive. For me, it also sends a really great positive signal towards a wonderful future, where we deal well with new technologies, recognize colors again and the industry is not as written off as we all thought. The cohesion is really great" - this is the conclusion of JP Kraemer, founder of JP Performance. At the Essen Motor Show, the tuner presented, among other things, a converted Nissan GT-R 34 at the booth of the wheel manufacturer Rotiform and a Porsche 964 in flamingo pink.

Stars and starlets compete in Essen

"We have an incredible ten days behind us, the response from the scene was mega. We are totally pleased about the appreciation of the exhibitors and visitors", Project Manager Ralf Sawatzki summarizes this year's Essen Motor Show. Numerous stars and starlets came to Essen: Among them were drift drivers Steve Biagioni, Mareike Fox, Sidney Hoffmann, the Red Bull Driftbrothers as well as the racing drivers Tim Heinemann, Jens Klingmann, Carrie Schreiner and Tim Schrick. On the first weekend, former national soccer players Sebastian Kehl and Patrick Owomoyela also visited the show.

The upcoming Essen Motor Show is already in the starting blocks and will open its doors from December 2 to 10, 2023 (Preview Day: December 1). Exhibitors can find the registration documents now at www.essen-motorshow.de. Those who decide to participate by March 31 will additionally benefit from an attractive early booking discount.