



Essen, November 26, 2024

Festival for car fans

Some highlights of the Essen Motor Show

Audi e-tron GT from Hankook Tires Germany (Hall 7 / Stand 7A16)

An Audi e-tron GT, equipped with limited edition iON evo with colored treads, attracts everyone's attention at the Hankook stand. Other highlights include two high-end supercars from Brabus: the Brabus 930 and the Brabus G800 MEAN GREEN power off-roader with acceleration from 0 to 100 km/h in four seconds, which puts its extreme power on the road with 24-inch UUHP tires developed exclusively by technology partner Hankook.

Audi TTRS "GTA San Andreas" by Alexandra Krapp (Hall 5)

So far, so good: Alexandra Krapp is bringing a tuned Audi TTRS to the Essen Motor Show. The special feature of the 470 hp sports car is its specially designed show wrap in the style of the video game "GTA - San Andreas". As is currently customary in the scene, the Audi has also been completely widened - so the eye-catching design is even more effective. The vehicle is part of the tuningXperience in Hall 5, where around 150 private exhibitors will be showcasing their treasures on four (or more or less) wheels.

BMW M4 G82 from thyssenkrupp Bilstein (Hall 7 / Stand 7D21)

One of the highlights at the thyssenkrupp Bilstein stand will be the shock absorber manufacturer's brand new show car: The spectacular, elaborately optimized BMW M4 equipped with BILSTEIN EVO R motorsport suspension is a tribute to the lightning-fast BMW M4 GT4 with which the BILSTEIN Racing Team 2024 was successful. At the 24-hour race at the Nürburgring, for example, the team took pole position in the SP8T class and finished second on the podium in its class. On Saturday, November 30, rally legend Walter Röhrl will also be visiting the stand in Hall 7 to sign autographs (11:30 - 12:00, 14:30 - 15:00).



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BMW M5 from H&R Spezialfedern (Hall 7 / Stand 7A10)

Bimmer fans can expect a real world premiere at the Essen Motor Show: the new BMW M5 with lowering springs from H&R. Its lowered center of gravity ensures even more direct steering behavior and reduced body movements in fast bends, thus concealing the vehicle weight. In addition, the forged wheels are perfectly positioned in the wheel arches and the silhouette is squat. The ride comfort nevertheless remains suitable for long journeys.

BYD Yangwang U9 from Next eShare.one (Hall 3 / Stand 3A32)

Mobility service provider Next eShare.one is presenting the new BYD Yangwang U9 at the Essen Motor Show. The purely electric super sports car reaches a top speed of 309 km/h and can sprint from 0 to 100 km/h in 2.36 seconds. Other sustainably powered vehicles at the stand in Hall 3 include the luxury SUV NIO EL8, a Renault R5 E-Tech and several models from Vinfast.

LEGO Technic McLaren P1 from The LEGO Group (Hall 3 / Stand 3B26)

It took 342,817 bricks, 8,344 hours and 23 specialists to build this life-size McLaren P1 from LEGO bricks. Car fans young and old can see the result for themselves at the LEGO Group stand at the Essen Motor Show. The driver of the McLaren Formula 1 team, Lando Norris, even took this incredible model for a spin around the legendary Silverstone Circuit.

Mercedes-AMG ONE from Mercedes-Fan World (Hall 3 / Stand 3A15)

Attention hypercar fans: For the first time this year, the spectacular Mercedes-AMG ONE from the national car museum The Loh Collection can be seen live at the Essen Motor Show. The 1,063 hp super sports car brings Formula 1 technology to the road. Its drive unit consisting of a 1.6-liter V6 turbo engine and four electric motors comes from the F1 W07 Hybrid, with which Mercedes-Benz won the Formula 1 Drivers' and Constructors' Championship in 2016. Since 2022, the AMG ONE has also held the Nordschleife record for the fastest road car, currently at a sensational 06:29.090 minutes.

Skoda Elroq from Skoda Auto Germany (Hall 3 / Stand 3A30)

Skoda is back at the Essen Motor Show and is celebrating its comeback with a German trade fair premiere: the car manufacturer is presenting the Elroq, the Czech brand's first all-electric model in the important compact SUV segment. The Elroq offers comprehensive drive and battery options that enable a range of more than 560 kilometers in the WLTP cycle². It is also the most affordable electric car in its segment on the European market and starts at around 33,000 euros - excluding any government subsidies.

Still top secret from TUNE IT! SAFE! (Hall 7 / Stand 7B11)

Since 2005, the TUNE IT! SAFE! initiative has been campaigning for safe and reputable tuning. One of its first partners is the Essen Motor Show, where the initiative presents its new campaign vehicle every year: a tuned car with a police look. Which model it is is one of the most closely guarded secrets in the run-up to the show and will only be revealed on Preview Day (November 29) at 9:30 a.m. in Hall 7. In the recent past, a BMW i4 by AC Schnitzer, an ID.BUZZ by Irmischer and a Techart GT have caused quite a stir.

Weinsberg X-Cursion 500 MQ by Andreas Möller (Hall 5)

In his time as a professional footballer, Andreas Möller has become world champion, European champion and Champions League winner. What he hasn't managed to do is tune a motorhome. But that's exactly what his namesake from Achim in Lower Saxony has done. The result is a Weinsberg X-Cursion 500 MQ, which Möller (the tuner) has given an air suspension and new rims, among other things. The vehicle can be seen in the tuningXperience in Hall 5.

A complete list of exhibitors can be found under this [link](#), further products and trade fair innovations can be found [here](#).