



03.12.–11.12.2022
Previewday: 02.12.
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Essen, December 2, 2022

Europe's leading event for sporty vehicles

Essen Motor Show 2022 celebrates successful start

Premieres and celebrities on Preview Day and the trade show weekends

The Essen Motor Show has started its 54th round with the Preview Day. Around 500 exhibitors from 13 countries will be showing everything to do with sports cars, tuning & lifestyle, motor sports and classic cars at Messe Essen until December 11. The first day of the spectacle was also marked by numerous innovations: Automobile manufacturer BMW unveiled the new BMW 2 with M Performance Parts together with influencer and TV presenter Jean Pierre Kraemer. Exhibitors H&R and KW Automotive Group also caused a stir, each presenting a tuned version of the electrically powered VW Bulli ID. Buzz.

In addition to the innovations from the automotive and supplier industry, the Preview Day of the Essen Motor Show was also marked by safe and serious tuning: Shortly after the start of the trade fair, the TUNE IT! SAFE! unveiled its new campaign vehicle with which it will be promoting its cause in the coming year: an electrically driven BMW i4 in police look, which the tuning specialist AC Schnitzer has given the finishing touches in terms of dynamics and appearance. With this vehicle, the initiative proves that electric cars can also be individualized and arouse emotions. At the stand in Hall 7, visitors will also receive free information from the Federal Motor Transport Authority (KBA) from the driving aptitude register as well as expert advice from tuning experts.

Messe Essen looks back on a successful show start

"We are very satisfied with the start of the trade show and expect a lot of business, especially on the weekends. For us, the Essen Motor Show traditionally marks the end of the trade fair year which was again characterized by challenges in 2022. We are all the more pleased about the enormous interest shown by exhibitors and visitors in the Essen Motor Show which, as a performance festival, successfully underpins its unique status in the world of trade fairs," explains Oliver P. Kuhrt, Managing Director of Messe Essen.



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The coming days of the Essen Motor Show will also be dominated by well-known visitors: On the first Saturday (3.12.), former national soccer players Sebastian Kehl and Patrick Owomoyela will be making an appearance at the stand of tire manufacturer Hankook in Hall 7. In addition, fans can expect to see the Red Bull Driftbrothers, racing driver Jens Klingmann and YouTuber Felix von der Laden on the first weekend. TV presenter Sidney Hoffmann and motor sportsman Steve Biagioni will be guests on both weekends, and on the second weekend Hankook will also welcome more players from Borussia Dortmund. Information on dates and tickets for the Essen Motor Show is available at www.essen-motorshow.de. The online ticket store will be open for the entire duration, a regular day ticket is available for 20 euros.