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Information

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Success Confirms Concept of the Essen Motor Show

Sportiness Arouses the Enthusiasm of the Exhibitors and the Visitors

The 44th Essen Motor Show has once more picked up considerable pace, thanks to the reorientation begun two years ago. The 513 exhibitors and 337,600 visitors are once again giving the fair very good references. In part, their expectations were exceeded by far. Not least the globally unique mix of the range on offer which focused on automobile sportiness has contributed to this. The annual automobile exhibition with the highest number of visitors was once again a mirror image of automobile fascination and emotion and received top marks from the exhibitors and the visitors alike.

"The tuning of the fair concept has unleashed its full effect this year. The Essen Motor Show is proving that it is capable of activating the great potential of the motor sport sector," emphasise Frank Thorwirth, Chairman and CEO of Messe Essen, and Egon Galinnis, Managing Director of Messe Essen. Just like the reorientation of the fair concept is carrying on the origins of the fair as the "International Sports and Racing Car Exhibition", the number of visitors is also once again developing in a distinctly upward direction. All in all, the higher quality of the visitors has also been particularly highlighted by the exhibitors.

"Anchoring the subject of 'automobile sportiness' in all the exhibition sections has paid off," the organisers of the Essen Motor Show are convinced. It runs through the main exhibition sectors of tuning, motor sport, sporty series vehicles and classics as well as through the motor bike sector which was upgraded considerably this time and to which a whole fair hall was devoted for the first time.



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"Climax of the Motor Sport Season in Germany"

The Essen Motor Show where not only racing series and organisers but also a lot of the most important associations and organisations for everything to do with motor sport were present proved to be an important network platform for motor sport. "For a very long time already, the Essen Motor Show has been the conclusion and, at the same time, climax of the motor sport season in Germany," emphasised Hermann Tomczyk, Sports President of ADAC ("General German Automobile Club").

From enthusiastic private drivers via young up-and-coming sportsmen and sportswomen and rally legends right up to the Formula 1 driver Nico Hülkenberg, the current DTM champion Martin Tomczyk and colleagues starting in the DTM series in the coming year - the fair was the meeting place of the racing scene. Dr. Karl-Friedrich Ziegahn, President of DSK - Deutscher Sportfahrer Kreis ("German Sports Drivers' Circle") stressed the important contact with the grass roots: "For us, the ten days of the fair were a total success."

Motor Sport Arena Also Presented "Live Rallying" for the First Time

While the formerly active racing greats who met up at the fair on the occasion of the largest "racing drivers' class reunion" with the motto of "Hello, how do you do?" revelled in sporting memories, the current horsepower professionals really stepped on the accelerator in the enlarged Motor Sport Arena. Not only the drift artists but also new highlights awaited the visitors: breathtaking new motor bike stunts and exciting demonstrations by participants in the Wroclaw Rally. Furthermore, speed bikes (from the special show bearing the same name) as outrageously expensive one-offs on two wheels provided samples of their ability in the Motor Sport Arena.

Drift sportsmen and sportswomen as well as drivers in the Wroclaw Rally offered the visitors opportunities to be passengers - in return for a small donation to the Titus Dittmann foundation called "Skate Aid" which initiates and supports youth projects in crisis regions and in areas with social problems. On its fair booth, the Essen-based company Ford Reintges had made a presentation area covering almost 100 square metres available to "Skate Aid".

Vehicles which have made motor sport history were in the spotlight in the special show entitled "100 Years of the Monte Carlo Rally". The special show with design studies from the world-famous design studios and the design departments of the automobile industry provided insights into the future of cars. In the Galeria, mighty tractors which are utilised in "tractor pulling competitions" as well as the "hot rods" attracted amazed looks from the visitors.

Good Sales at the Most Important Performance Show in the Tuning Sector

The Essen Motor Show proved to be a true shopping and experience paradise for all tuning fans. "The fair has once again presented itself in a top-class form and has emphasised its significance as the world's most important performance show in the sector," Prof. h.c. Bodo Buschmann, Chairman of the Board of VDAT - Verband der Automobil Tuner ("Association of Automobile Tuners"), made an initial assessment. Not only the number but also, above all, the high quality of the visitors have been convincing. Buschmann: "The course of the fair was characterised by good sales."

Never before has there been so much live tuning at the Essen Motor Show. In "Tuning Car 2011", the specialists demonstrated the proper tuning of a Golf V which was the prize in a draw on the last day of the fair when it was worth around Euro 70,000 in the tuned version. Three private tuners competed against the Hollywood tuning icon Eddie Paul with their vehicles while the most important factors in the case of the Hella Show and Shine Award were not only imagination but also compliance with the relevant regulations. The visitors made intensive use of the possibilities of making direct purchases at the fair.

Carrera, Turbo, Targa & Co.: Classics with a Sporty Character Popular

Carrera, Turbo, Targa & Co.: Rare versions of the Porsche 911 sports car legend were amongst the particularly coveted vehicles in the "Classics" section. Buyers invested between Euro 50,000 and Euro 150,000 in these. The Mercedes 300 SL which was built between 1954 and 1963 also proved to be a "hit". Cost item: between Euro 350,000 and Euro 550,000. Ferraris from the 70s found new connoisseurs for Euro 100,000 to Euro 350,000. All in all, vehicles with a sporty character in particular were popular.

"Originality, quality and a proven history are the three most important purchasing criteria," Anton L. Franssen, SIHA boss, has observed. And the organiser of the classics section has identified another trend at the fair: "The demand for young classics is rising. For vehicles which were manufactured in small quantities and have not yet reached the official oldtimers' age of 30 years." For example, these include the BMW Z 1 or Z 8 or the Mercedes SL in the 129 model series. "They are still available at relatively cheap prices," is Franssen's tip. His prediction: "Increases in values are to be expected."

Essen Motor Show 2012 on December 1 - 9

The 45th Essen Motor Show will take place at Messe Essen on December 1 - 9, 2012. Even now, a few new building blocks in the programme are already being planned. With them, the fair intends to extend its motor sport competence even further. For example, the "Sponsors' Motor Sport Summit" will take place for the first time in the run-up to the fair in the coming year. The congress will offer decision-takers in the motor sport sector possibilities for the exchange of know-how and for networking. Messe Essen was able to win over Sponsors Verlags GmbH, the leading organiser of congresses in the sporting and economic environment, as a partner for the event.