



FOR DRIVERS
AND DREAMS

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Information

45th Essen Motor Show at Messe Essen on December 1 - 9, 2012

The Fair for Automobile Passion Will Expect More Than 340,000 Visitors

Experience Motorsport at Close Quarters - New Motorsport Congress and the World Sports Car Championship Will Be Top Subjects

All automobile enthusiasts have made of note of the dates in their diaries: The 45th Essen Motor Show will go to the starting line on December 1 - 9, 2012 (Preview and Press Day: November 30). It has long since become a cult and will again entice the motorsport fans into the Ruhr region. 340,000 guests will be expected and will give free rein to their automobile passion at Germany's automobile fair with the highest number of visitors in 2012. Attention will focus on the newest, sportiest, most beautiful, quickest, most eccentric, craziest and oldest vehicle creations. Garnished with live motorsport and thrilling show acts, the fair will once more become the globally unique motodrome.

The range offered by the exhibitors and the attractive special events will again make the pulses of a large number of horsepower fans reach dizzy heights. In this respect, the Essen Motor Show will bring together five emotional subject sectors: Tuning, Motorsport, Sporty Series Automobiles, Classic Cars and Motor Bikes.

Even Now, the Organisers are Already Revealing the First Highlights -
The Manufacturers' Interest is Rising Even Further

The car manufacturers' interest in the Essen Motor Show is growing, continuously as already in the previous year: BMW, Ford, Mini, Renault Motorsport, Skoda, Subaru and Toyota Motorsport are amongst the trailblazers on the part of the industry. They already secured exhibition areas for themselves at an early stage.

Motorsport Congress Will Emphasise Orientation Towards Automobile Sportiness

With the new motorsport congress (the "Motorsport Summit"), the Essen Motor Show will emphasise its orientation towards more sportiness. The international forum will be staged together with "Sponsors", the leading organiser of congresses in the sports/economic environment. The "Motorsport Summit" will be geared to decision takers in the motorsport sector. Even today, Jens Marquardt, BMW Motorsport Director, has already promised to participate.

The Latest Tuning Trends at the Largest Tuning Show Anywhere in the World

In Essen, the top international tuning companies will provide proof of their creativity, engineering and handicraft: It will already be possible to see tuned versions of new car models which have only just been launched. The refinement specialists will show the whole spectrum at the moment: from accessories and vehicle components right up to lavishly styled complete vehicles.

With the motto of "Show Your Car in the Best Light", passionate mechanics will compete for the most coveted tuning award in Germany, the annual Hella Show & Shine Award. Lina van de Mars, a star on the scene, will sit on the jury and will make an expert assessment of the refined one-off vehicles. At the same time, the qualified motor vehicle mechanic with a racing licence is the face of the campaign called "Germany's Mechanics". Two vehicles modified according to the wishes of the fans before the fair will be presented in this show. Moreover, selected highlights of the European show and rat cars scenes will be displayed under the title of "tuningXperience 100".

Motorsport Arena Will Become the Drift Stage Put Rubber on the Road Until the Tyres Emit Black Smoke

In the Motorsport Arena, curve artists will go on to the track and will show all their ability. They will put rubber on the road until the tyres emit black smoke. Participants: the European drift elite. For the first time, the final of the IDS Gymkhana Drift Cup which became the official European Championship in 2012 will be staged at the fair. Not only associations and motorsport organisers but also racetracks and racing series will introduce themselves at the fair. DTM will be involved once more with its own presentation.

Special Subject: World Sports Car Championship

The World Sports Car Championship which will take place once again in 2012 after a 20-year break will be the occasion for a large special subject. A selection of victorious vehicles from 1953 to 1992 will be presented. In Essen, it will be possible to see chrome-plated racers of the Alfa Romeo, Aston Martin, Ferrari, Jaguar, Mercedes and Porsche makes - to name just a few.

Additional highlights of the Essen Motor Show have already been planned: Design studies will permit a look into the car future. Popular Ford Hot Rods from 1932 will celebrate their 80th anniversary. An exhibition with victorious vehicles in the Wroclaw Rally will impart impressions of the hardest rally for private drivers.

For visitors, it will definitely be worth being quick: Until the end of September, tickets will still be available at a special price in the online shop of the Essen Motor Show.

Further information: www.essen-motorshow.de