

Beat: Automobiles

## **Essen Motor Show (EMS) 2024: 29/11/24 to 8/12/24, Messe Essen**

### **Europe's Premier Aftermarket and Tuning**

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**USPA NEWS** - Messe Essen, Essen, Germany (29/11/24 to 8/12/24): Europe's premier annual Aftermarket and Tuning Show commenced on 29/11/24 as a preview day. This was the 56th Edition of the EMS and 500 Exhibitors from 17 countries. Exhibitors presented their customized sports cars, tuning creations and motorsport creations. In addition, there was a comprehensive range of tuning parts and accessories. The motto for the 2024 EMS was: "Time to Shine". Hall 3 headlined "Performance and Racing". Exhibitors in this Hall focused on sport production vehicles, tuning and racing. A highlight was the 40th anniversary of the DTM which takes fans in a journey through time with the history of Germany's premier racing series. Several car manufacturers premiered to include: BYD, Nio, Shelby and Skoda. Skoda, for example, premiered their SUV Electric called ELROQ. First-time exhibitors were also present at Hall 3 to include: Dickie Spielzeug, eBay Motors and LEGO. Halls 5, 6 and 7 were dedicated to tuning, accessories and lifestyle/fashion. These included custom rims and suspension systems, paint finishes and customized interior and exterior modifications. In Hall 5, was "tuningXperience" exhibiting 150 private cars

Highlights of the Essen Motor Show (EMS) 2024 include the following vehicles: 1. Audi e-tron GT from Hankook Tires Germany: equipped with limited edition iON evo with colored threads; 2. BMW M4 G82 from Thyssenkrupp Bilstein: this optimized BMW M4 GT4 was equipped with BILSTEIN EVO R motorsport suspension which was used by the BMW M4 GT4 at the 24-hour race at the Nurburgring; 3. BYD Yangwang U9: Next eShare.one which is a mobility service provider presented this all electric sports car with a top speed of 309 km/hour and a 0 to 100 km/hour in 2.36 seconds; 4. LEGO Technic McLaren P1: presented by the LEGO Group which took 342,817 lego bricks, 8,344 hours and 23 specialists to complete this life-size McLaren which was actually driven by McLaren F1 driver, Mr. Lando Norris, at the legendary Silverstone Circuit; and 5. Mercedes AMG-ONE: from Mercedes-Fan World from the National Car Museum. This is a 1063hp sports car bringing Formula 1 technology to the road driven by a 1.6L V6 turbo engine and four electric motors from the F1 W07 Hybrid which Mercedes Benz won the F1 Drivers and Constructors' Championship in 2016. Since 2022, it holds the Nordschleife record at 06:29.090 minutes.

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