

## **Exhibitors' Opinions about the Essen Motor Show 2009**

### **Manfred Sandbichler, Hankook:**

"For Hankook, the fair was a success. We were positively surprised by the number of spectators. The 'Tune it! Safe!' campaign which we support was portrayed very well by the media too. We advocate the motor sport concept of the fair. The combination of tuning and motor sport makes the Essen Motor Show interesting for us."

### **Markus Kirchner, Hella KGaA Hueck & Co.:**

"At the Essen Motor Show, we have presented our world innovation, a flexible daytime driving light. The product will only be available as from January and there was great interest at the fair. We also had a very good response to the Hella Show & Shine Award. The five vehicles in the final round were fantastic eye-catchers. The volume of the public at our booth was considerably above the level in the previous year - we are very satisfied with our appearance at the fair."

### **Sigi Scherm, Motor Sport Arena / Sport Auto:**

"The enlarged Motor Sport Arena has aroused enthusiasm. When a car was driving on our racetrack, the hall was full. The driving professionals showed their ability in training sessions, races and test drives. The visitors could also occupy the passenger's seat. These taxi rides were totally booked-up."

### **Alexander Knesewitsch, Fiat Group Automobiles Germany AG Alfa Romeo:**

"Alfa stands for motor sport and technology for any public. Our appearance at the fair focused on the Mito Quadrifoglio Verde which we have presented here. The visitors were very interested in the technology. We had a lot of targeted inquiries and a very positive response."

### **Prof. h.c. Bodo Buschmann, CEO Brabus; Chairman of the Board of VDAT - Verband der Automobil Tuner ("Association of Automobile Tuners"):**

"The Essen Motor Show 2009 has put its foot down hard. We have had very good sales figures this year. Not only to European customers. At our booth, vehicles were also ordered by visitors from China and the USA. I am very satisfied with how the fair has gone."

"As the Chairman of the Board of VDAT - Verband der Automobil Tuner, I would like to stress: With our VDAT Tuning Salon here in Essen, we have the optimum presentation platform for our enhanced automobiles. Shortly before Christmas, the Essen Motor Show is the high mass of the tuning fans from all over Europe. Therefore, the Essen Motor Show and VDAT have been permanent partners for over 20 years already and will remain so in future as well. Here, faithful fans are celebrating their automobile passion."

### **Hermann Tomczyk, Sport President of ADAC ("General German Automobile Club"):**

"I am particularly pleased that the Essen Motor Show is returning more to its roots and I can only welcome this development. In future too, ADAC will, as the competent and leading representative of the interests in all the questions associated with mobility, nurture the over 20-year-old partnership with the Essen Motor Show in the proven way."

### **Anton L. Franssen, Managing Director of SIHA GmbH:**

"With regard to the classic cars, it was significant that the suppliers offered more extensive and more qualified advisory services. Because the customers would like to receive more comprehensive advice before they buy anything. Moreover, we have established that there are no clear trends towards certain vehicle groups or categories. Vehicles in good condition with appreciation potential are being purchased. However, we are seeing that, from the supply and demand sides, the Essen Motor Show is specialising towards sports cars, convertibles and sporty coupés. The highlights amongst the sold vehicles include a 300 SL roadster which was built in 1961 and fetched Euro 460,000 as well as a Porsche Carrera RS 2.7-litre car from 1973 which was sold for Euro 230,000. Other noteworthy vehicles are an Aston Martin DB 4 convertible from 1962 which went for Euro 385,000 and a Ferrari 275 GTB 4 from 1965 which was sold for Euro 879,000."

**Michel Pathe, Project Management for Fairs at Langstreckenmeisterschaft Nürburgring ("Nürburgring Long-Distance Championship"):**

"The Motor Sport Arena took place for the second time. For many visitors, it has already become a permanent fixture. The concept is a supporting pillar of the Essen Motor Show. Here, visitors see different vehicles live in action, e.g. Formula 3 cars, rally vehicles and Fun Cup cars this year. We from the Long-Distance Championship were involved with twelve different touring and GT vehicles from the racing series. One highlight was the appearance of the 'Rage' band during which the vehicles drove around the grandstand. A second sensation was provided by live pit stops. The racing drivers all had lots of fun and are already looking forward to the next Essen Motor Show."