

Americana 2025 delivers an immersive Wild West experience for all the senses

- **Friedrichshafen hosts second edition of the fair with expanded exhibition footprint, a circuit tour, and a new saloon in the Alpine beer garden-themed event space (Messe-Alm)**
- **Elite sports with major prizes, four riding arenas, and evening shows guarantee excitement from dawn to dusk and beyond**
- **New exhibition spaces and live experiences celebrate the western way of life**

Friedrichshafen – More space, more country, more show: With the expansion to eight halls, an additional riding arena, new exhibition spaces, and an expanded western backdrop, the Americana's offerings are being significantly enhanced in its second iteration. Some 300 exhibiting companies and associations will be showcasing their equestrian products and services from September 3 to 7, 2025. "Following its successful debut in Friedrichshafen, Europe's largest event for western and leisure riding is set to win over even more western enthusiasts with 77,000 square meters of exhibition space, a new circuit tour, and a range of fresh attractions and themed areas," says Klaus Wellmann, Managing Director of Messe Friedrichshafen. Project Manager Roland Bosch adds: "This year's trade fair promises an even more authentic and lively atmosphere, thanks in part to the saloon's new location at the heart of the venue. In addition, the Americana continues to score points with audiences through its thrilling high-stakes and top-tier sporting events as well as its legendary evening shows."

A circuit tour through the "states" of the Americana

With the expansion to eight halls and the incorporation of the B-axis, attendees this year will journey through exhibition spaces bearing names like "Wyoming" and "Utah." The centerpiece will be the new saloon located in the Alpine-themed beer garden event space (Messe-Alm) in Outdoor Area West, which, set against a western backdrop, will invite visitors to linger and relax even after 6 pm. Anyone seeking unique opportunities for photography will have ample photo ops, with the Colorado River Group bringing the Wild West to the

exhibition grounds in authentic attire. The Showtime Photo Studio in Foyer West will offer vintage-style photography sessions for groups of up to ten. The Americana will also feature an expanded music program that will include several bands and line dance classes. On Friday and Saturday, Bluebird Cafe Lake Constance will open for the first time and offer a dedicated stage for live country acts inspired by its Nashville counterpart. With an extra ticket, music enthusiasts will be able to relax, listen to the songs, and enjoy the atmosphere after the fair closes.

Experiences and expertise

Whether attending a show or a specialist lecture, western fans will be able to gain exciting insights at four riding arenas and on two stages. A new feature of the supporting program is the complimentary trailer training in Hall B3, where participants will be able to learn to carry out tricky maneuvers with large trailers after registering in advance. In Hall A2, there will be a new Extreme Trail course that caters to both professionals and those participating in training sessions for beginners and advanced riders. Associations and clubs will present their horse breeds and riding styles in Hall A3, while Hall A4's riding arena will be dedicated to the topic of horse health. Demonstrations of horsemanship and working equitation will be offered in Hall A5. In the Creator Lounge located in Hall B2, fans will have the opportunity to meet their favorite stars and get autographs.

Innovative product ideas and new thematic universes

The new Start-up Area in Hall B2, featuring innovative ideas from companies less than three years old, will bring a breath of fresh air to the fair. Young companies will be given a platform to showcase themselves there. Another highlight in Hall A3 is the new themed area "Holiday on Horse," which offers a dedicated presentation space for "riding vacation" providers. Live demonstrations of skilled craftsmanship and sustainable products define Hall A4, where companies will present their meticulously crafted goods.

From investment to lifestyle: Exhibitor diversity at the Americana

Each exhibition hall will highlight a different facet of western sports and feature a wide variety of products. Functional riding apparel, care products, and feed will be available in Hall B1, while Hall A2's Ranch Boulevard will showcase exclusive ranches and their offerings for trails, training, and ranch life. Hall B3

will serve as the showroom for large exhibits, including horse trailers, pickups, and stable and stall systems. Trainer Alley will provide training and continuing education. The adjacent Lifestyle section in Hall A5 features art, gift ideas, and accessories inspired by the western way of life.

Breathtaking performances in the evening

Thrilling riding scenes and thunderous applause will fill Zeppelin CAT Hall A1, which once again will be transformed into an arena hosting tournaments and evening shows. This year, five LED walls will provide improved visibility from every angle, including the back rows. On four evenings, the legendary shows will present a blend of information, entertainment, and world-class sports.

Working under the slogan of “Masters of Gentle Communication,” on Wednesday evening Bernd Hackl and Kerstin Rester will demonstrate methods for working with young horses in a manner that is relaxing and comprehensible for the animals. Immediately afterward, Anne Krüger-Degener will present her innovative HarmoniLogie® concept. The expert will show that harmonious communication between humans, dogs, horses, and even goats and sheep is possible.

At “the Best in the West” on Thursday, Pat Parelli will introduce his training program in a one-hour presentation together with his instructors. The sporting highlight of the evening will be the Team Cup, featuring the top five riders from the Go Rounds of the Reining Bronze Trophy Open, the NCHA Cutting Open, the Cow Horse, and the Ranch Riding Open. The highlights of the Friday evening show “Reining Night” will be the Super Ranch Horse and the NRHA Bronze Trophy Open. On Saturday, the sold-out “Cutting & Cow Horse Night” will feature the finals of the European Championship NCHA Cutting Open and the ERCHA Cow Horse Derby.

Elite sports

Top-tier competition in around 50 classes: With around EUR 215,000 in prize money, the Americana remains one of Germany’s show jumping events that is most lucrative for its participants. The NRHA Bronze Trophy Open alone offers an added EUR 40,000, while the Cutting Open is worth an added EUR 20,000. The ERCHA Cow Horse Derby, featuring an added EUR 10,000, will debut in 2025. The finals for the major Reining, Cutting, and Cow Horse classes will be

held during the evening shows on Friday and Saturday. And for the first time, the Super Ranch Horse event will take place on Friday evening.

Western-themed fun for the whole family

Kids will have a blast at the East Crossover (*Übergang Ost*): Children's entertainment hosted by Pullman City and the latest trend, hobby horning, will offer hands-on fun for all. Entertainment will also feature lasso-throwing demonstrations performed on small western show horses. If the "big" western fans need time to shop or chat, the official fair daycare will provide childcare for the little ones.

Everything to do with equine health

In Foyer West, the Health Forum will address current issues concerning horse health, husbandry, and well-being in partnership with Josera Help. In addition, practical live demonstrations will be presented in the "Horse & Human Health" riding arena located in Hall A4.

Opening hours and prices

The fair is open daily from 9 am to 6 pm, except on Sunday, September 7, when it closes at 5 pm. Day tickets for the trade fair, combined tickets for public transport (ferry and catamaran), and parking tickets can be purchased online at <https://tickets.messe-friedrichshafen.de/webshop/220/tickets>. Tickets for evening events, season tickets, and combined tickets (trade fair admission plus evening events) are available at www.ticketmaster.de and at all advance booking offices, cooperation partners, and sales partners associated with the TM System.

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About the Americana

The Americana, Europe's largest western riding fair, transforms the exhibition grounds in Friedrichshafen into a dream destination for horse enthusiasts every two years. With more

than 400 horses, 600 cattle, and nearly 1,000 competition starts in approximately 50 classes, it stands out as the highlight event of the western riding competitive season. Fans of equestrian sports and the western lifestyle will find everything from clothing and accessories to stable construction among the many international exhibitors. After the trade fair ends for the day, the Americana's western atmosphere encourages visitors to stay and enjoy the excitement, whether by attending evening shows or visiting the saloon.

About Messe Friedrichshafen

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is located at the scenic meeting point of four countries along the shores of Lake Constance. Founded in 1950 to bolster the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade exhibitions. Its extensive portfolio includes congresses, corporate and sporting events, television productions, and live concerts. Each year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. With a total of 87,500 m² of exhibition space, the venue features twelve exhibition halls, two multifunctional foyers, and two outdoor areas in the inner courtyard measuring 15,500 m². Additionally, the Static Display area spans 20,000 m² and provides exceptional opportunities for engaging and dynamic trade fair experiences. The exhibition grounds, which are compact in design and feature the Fair Lake adjacent to the airport as well as halls equipped with hangar doors, can accommodate a wide range of possible uses.