



Significant rise in attendance at the international trade fair for car tuning, lifestyle, and the club scene from May 9 to May 12 – Venue fully booked – Visitors inspired by new themed areas and innovative supporting programs

Throngs of visitors, record exhibition space, and an event of unparalleled scale

Friedrichshafen – This year, 109,500 tuned vehicle fans gathered at the Friedrichshafen Exhibition Center to partake in the international trade fair event for car tuning, lifestyle, and the club scene. The event brought together many industry representatives and tuning enthusiasts from across Europe and nearly surpassed the previous record of 111,000 visitors set in 2006. “With its overwhelming number of visitors and the new show and supporting program, Tuning World Bodensee was a complete success for the exhibiting companies and a fantastic celebration for the community,” say Messe Friedrichshafen CEO Klaus Wellmann and Project Manager Emanuela Botta, who were both delighted with the success of the event. This year marked the first time that all twelve halls and the entire outdoor area were utilized to their fullest capacity. The exhibition grounds drew visitors in droves to admire more than 1000 customized cars, thrilling competitions such as the European Tuning Showdown and the AvD Drift Championship, and exciting new attractions, such as the US and Asia Halls. The well-attended after-show parties also added to the excitement of the event.

The presence of tuning clubs, premium suppliers from the tuning industry showcasing their individually modified vehicles, and private exhibitors in the Club Area and Private Car Area lent the fair a special flair. The accessories sector presented a wide selection of rims, suspensions, and innovative software solutions. The new Show Ground sparkled with a stunning carwalk and a wide-ranging low-rider showcase. The exuberant atmosphere continued late into the night at the various parties, with live bands energizing the crowd at the Power Ranch and hip-hop beats blasting from the speakers at the Black Circus. On Friday evening, Sunshine Live brought back the 90s vibe with headliner Captain Jack, while Saturday saw the Ride and Rave party in collaboration

with Open Beatz, with headliner le Shuuk bringing the crowd to its feet. Germany's most successful car influencer, Gercollector, wowed the crowds on the first day of the event. Thousands of fans flocked to Foyer West to queue up for a coveted autograph and to snap a selfie with the man with the helmet. "It was awesome," writes Raimund on Instagram, with Nico chiming in to add: "the best Tuning World in five years."

Exhibiting companies express great enthusiasm and give a positive bottom line for the event

Harald Schmidtke, Managing Director of the Association of Automotive Tuners (VDAT), gushes with praise: "In my view, the trade fair has become even more appealing. We encountered not just young men but also entire families, who are now passing on their fascination with tuning to the next generation." Björn Beisheim, Team Manager of Vogtland Autosport, says: "We are delighted to have been a part of the fair. Our conversations were of exceptional quality, and we chalked up significant sales as well. Tuning World Bodensee has established itself as a significant trade show that plays a vital role in our daily lives."

The updated hall design and the rollout of new themed halls were met with great enthusiasm by the participating companies. "The new signage effectively directs visitors through the various halls," says Johannes Wacker, Head of Marketing at KW Automotive. Steven Koppenhöfer, Managing Director of LCE Performance, says: "I have to say that the trade fair's efforts over the past two years are definitely paying off – particularly in our motor sports hall, for example. I can only tip my hat and offer my admiration. They really put a lot of thought into it and were very keen to draw in new people and businesses. I think the concept is really well-rounded now."

The large crowds also made for happy faces everywhere. "There were significantly more visitors here than in previous years," says Klaus Aulitzky, Managing Director and owner of Aulitzky Tuning, summing up. "Our booth attracted a highly engaged audience, leading to insightful discussions and interactions. It was really great." The new Club Area was also very well received. "Tuning World Bodensee is a shining star on the tuning firmament, known for consistently fostering a unique family atmosphere at each annual event. The Club Area also contributes to this," emphasizes Clemens Kaufmann, who helped organize the hall. "After evaluating feedback from last year's visitors, we decided to incorporate some fresh, new ideas – and it was worth it. We are thrilled with the positive response to the tidy look of the largest exhibition hall, Zeppelin Cat A1."

ETS crown goes to Great Britain

Visitors to the European Tuning Showdown had the chance to marvel at the top 48 show cars vying for the hotly contested title. “The ETS featured twelve top-tier vehicles as finalists. We had a total of 15 different countries represented among all the participants,” reports ETS organizer Sven Schulz. “It’s no longer just a competition for the coolest car; it has evolved into a celebration of lifestyle, spirit, and tuning culture – that’s what Tuning World Bodensee is all about for me.” This year James Batty of Great Britain clinched the coveted top tuning crown with his Chevrolet 3100. Second place went to Jonathan Cetrangolo of Switzerland in his Honda s2000. Rene Pucher of Austria took third place with his BMW E21. “I want to express my gratitude to the entire project team, led by Emanuela Botta, for their exceptional work in transforming the event in such a short time and giving it a fresh new look.”

Further information and event date 2025

The next Tuning World Bodensee will take place on the exhibition grounds in Friedrichshafen from May 1 to 4, 2025. Additional information is available at www.tuningworldbodensee.de, www.facebook.com/tuningworldbodensee, and http://www.instagram.com/tuningworld_bodensee, #tuningworldbodensee