



## Voices of Tuning World Bodensee 2024

### **Björn Beisheim, Team Leader of Vogtland Autosport GmbH:**

“Tuning World Bodensee was a complete success. “In any case, we are delighted to have been a part of the fair. The crowd here was very pleasant. The conversations we had were of excellent quality and conducted at a very high level. The guests were extremely friendly and laid-back. The pleasant weather and the attractive exhibition grounds added to the positive ambiance. These bright, sun-drenched halls create an incredibly beautiful atmosphere; you really have to say that. The catchment area of Austria, Switzerland, and Germany, known as the border triangle region, is also perfect for us. We participate in the Tuning World Bodensee trade fair every year to showcase our products and services. We primarily aim to present ourselves as a company and a brand, but we also recorded a lot of sales here. We participate in the event annually and have been a part of it since the very beginning. It has established itself as a significant trade show that plays a vital role in our daily lives.” Overall, I believe trade fairs are valuable and essential because they allow you to convey emotions much better than with conventional social media posts. You get to talk to the end users, and it’s just nice to communicate with people and talk about vehicles.”

### **Johannes Wacker, Marketing Manager of KW Automotive GmbH:**

“We are extremely pleased with the turnout of visitors to our stand, which significantly surpassed the number of visitors we had in previous years. We had engaging conversations and the trade fair audience perfectly matched our target demographic. The interactions were of high quality, with a great mix of potential customers asking thoughtful questions. We can definitely speak of a successful trade fair. We believe that the new hall concept has been very well received, with the signage effectively directing visitors to where they want to go. We at KW have been involved right from the start and will remain committed to the event in the future. Friedrichshafen is a very attractive location for the trade fair, as it is situated in the middle of the border triangle region. It provides a valuable opportunity to engage with customers away from your desk and gain insights into market trends.”

### **Daniel Ott, Marketing and Sales Manager, SONAX GmbH:**

“Tuning World Bodensee is the perfect platform for reaching Gen Z. We always integrate our campaigns across social media platforms, with a particular emphasis on TikTok and Instagram, and collaborate with a range of influencers to amplify our message. This has resulted in a merchandising partnership with Mr. Wyld for this year’s trade fair presence, for example. Our highly professional products also perform exceptionally well at Tuning World Bodensee. The increasing average age of cars indicates that more people are placing a high value on maintaining and caring for their vehicles. The issue of sustainability and preserving the value of one’s car is an important topic for trade fair visitors. We always generate a strong response to our trade fair presence here at Tuning World Bodensee.”

**Oliver J. Schneider, Managing Director of ALCAR Wheels GmbH:**

“We are extremely pleased with how the trade fair went, as the number of visitors was significantly higher than last year. Like the entire event, our trade fair presentation was very well received by the public, and it was evident that the visitors enjoyed the topic. The great variety in the indoor halls and on the open-air site piqued the curiosity of many, demonstrating that off-roading is a topic of widespread interest. It’s also great to see that the trade fair in Friedrichshafen attracts not only car and tuning enthusiasts but also entire families. Tuning World Bodensee plays a crucial role in our B2C marketing strategy for our wheel brands AEZ, Alcar, and Dotz, as it helps drive customer traffic to our retail partners.”

**Steven Koppenhöfer, Managing Director of LCE Performance:**

We are very satisfied with how the fair went. We were at Tuning World Bodensee last year and can see that the event has taken another big leap forward, also in terms of its audience. On the first day, which was a public holiday, it was much busier than last year, and we saw a lot of people. Our booth always attracted a lot of enthusiastic customers, resulting in orders being placed and sales being closed. That’s why it’s definitely worth our while to be here. We will definitely be back next year. There was a lot going on, even on the bridge day. “I have to say that the trade fair’s efforts in recent 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. Apart from social media, trade fairs are our only opportunity to showcase ourselves in real life. Everything always looks good online, but when I can see something like this in

real life, it's something else again. That's why trade fairs are very important for us and provide an essential platform for sales. I can say with confidence that Messe Friedrichshafen is the most beautiful exhibition center in Germany for me.

**Klaus Aulitzky, Managing Director & Owner of Aulitzky Tuning:**

“The trade fair was definitely very well attended. There were significantly more visitors here than in previous years. Our booth attracted a highly engaged audience, leading to insightful discussions and interactions. It was really great. We had numerous conversations about parts and potential purchases, and I believe there will be plenty of follow-up business after the fair. Tuning World Bodensee is always a cool event and venue. Our Hall A3 was amazing. Of course, Lake Constance also contributes to the overall ambiance and atmosphere. In any case, it's always a pleasure to be here. Throughout the year, we travel to trade fairs internationally in Europe and now also beyond. You have to remain proximate and approachable. People want to see you somewhere, and there's nothing better than being present at a trade fair. The Friedrichshafen location is truly stunning, with its spacious windows and abundant natural light. You feel right at home here.”

**Clemens Kaufmann, Club Support:**

“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, which was hosted this year for the very first time with an overarching theme, contributes to this ambiance. 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, A1. The background music provided by a DJ was also very well received. In keeping with the “Beach” theme, the atmosphere was exuberant and fostered numerous engaging conversations between the clubs and the visitors. The club members themselves were persuaded by the new concept, as they were naturally curious about how the new hall structure would be received by the scene.”

**Harald Schmidtke, Managing Director of the Association of Automobile Tuners (VDAT):**

“In my view, the trade fair has become even more appealing. The number of visitors on both the public holiday and the bridge day exceeded previous years. It is now clear that

Tuning World Bodensee has a very diverse audience. We see not just young men but also entire families, who are passing on their fascination with tuning to the next generation." Our five co-exhibitors are also very satisfied. As VDAT, we have attended the event every year except for one, and we intend to continue participating in the future. As spring arrives, Lake Constance emerges as a stunning destination, making Friedrichshafen an equally wonderful place to visit."

**Johan Ericsson, Tuning World Legend:**

"Attending Tuning World Bodensee 2024 was an amazing experience for me. I am very grateful that everyone took good care of me. I met many friends and colleagues from all over Europe, including Switzerland and France. It feels very good to be part of Tuning World Legends. There are still so many people coming up to me who are interested in seeing my car and who want to discuss it."

**Sven Schulz, Organizer of ETS & Style:**

"Tuning World Bodensee was a huge success. I am very satisfied with the very positive trajectory of the Style Mile. We were able to nearly double the number of exhibitors in the commercial sector. The exhibitors in the Style Mile halls were satisfied with the purchasing behavior and the interactions with customers. The overall atmosphere in the halls was quite friendly, engaging, and full of lively communication, fostering a sense of camaraderie among participants, exhibitors, and visitors alike. Tuning World Bodensee is more than just a trade fair; it is a lifestyle event that marks the start of the new season at the beginning of the year. This is where all the big names gather to kick off the new season together. The vibe that we have cultivated in recent years leaves me in awe and speechless in the best possible way. The days fly by in the blink of an eye, like watching a great movie. The vehicle quality of the Style Mile is truly exceptional. The ETS finalists included 12 top-notch vehicles. We had a total of 15 countries among all the participants and people who had traveled up to 2000 km. After every Tuning World Bodensee, you ask yourself: 'That was so awesome; how do you want to keep things at that level next year?', and then you manage to improve and enhance it with each iteration. I always cheer along with the participants and am happy when their emotions erupt and they shout and clap. There are entire sections of enthusiastic fans in the stands who actively participate. 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." I am proud that we can contribute to this with our Style Mile halls

and the ETS hall. Trade fairs are more than just a meeting point for supply and demand; they are also a place where emotions come together. Tuning World Bodensee stands out in this sector by offering a unique emotional experience like no other trade fair. 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.”

**Daniel Fröller, Managing Director of Folieneffect:**

“We are participating in Tuning World Bodensee for the first time to show our presence, and that’s what the trade fair is there for. We had numerous interactions with customers and were pleasantly surprised and satisfied with the quality of visitors at the fair.”