



Tuning World Bodensee breaks visitor records and thrills the crowds

- **More than 112,000 fans of custom-tuned vehicles flocked to the Friedrichshafen exhibition grounds from May 1 to 4**
- **The European Tuning Showdown (ETS) crown went to Great Britain this year**
- **Over 100,000 square meters of exhibition space and more than 700 participants from the tuning industry, related events, and the community of automotive enthusiasts**
- **Exhibitors deliver a unanimously positive verdict**

Friedrichshafen – Tuning World Bodensee went all out in 2025, with over 112,000 visitors flocking to Friedrichshafen to experience a trade show of superlatives and a defining event for the tuning community. With over 1000 show cars, more than 700 participants from the tuning industry, event world, and community, a wide-ranging supporting program, and sold-out after-show parties on Friday and Saturday night, the exhibition offered four days that were simply unforgettable. “The event proved once again that it’s one of the most important international gatherings for the tuning and car club community. As a key date at the start of the season, it brings together professionals and enthusiasts, fosters dialogue about trends and innovations, and fuels a shared passion for custom vehicles. With overwhelming visitor turnout and an expanded show program, Tuning World Bodensee was a complete success for exhibitors and a major celebration for the community,” said Messe Friedrichshafen CEO Klaus Wellmann and Project Manager Emanuela Botta in their wrap-up of the event.

Action, celebrities, and thrilling showdowns at the ETS

Night drifting sessions, complete with spectacular light and fire shows, created an electrifying atmosphere, while the European Tuning Showdown (ETS) competitors left expert judges sweating bullets over tough decisions. Nail-biting head-to-head battles made it very difficult to pick a winner. In the end, James Rudland of Great Britain took first place with his 356 Outlaw. Second place went

to Antonio Lafata of Italy with his Porsche 997 “BTS-Indecent,” and Werner Kreiner of Germany placed third with his Plymouth AAR Cuda “Aarow.” “We dedicated an entire year to bringing the finest cars from across Europe to Friedrichshafen. In the meantime, if you just mention the words ‘Lake Constance’ or ‘Tuning World,’ then those who build such cars know that this is the place to be for the tuning scene,” reports ETS organizer and tuning expert Sven Schulz. “Tuning is driven by the people involved, their emotions, and the strong sense of community. Based on the visitor feedback, we’ve managed to raise the bar again this year – especially in terms of international participation. That fills us with pride, even though we are merely the platform that brings these incredibly talented people together. The great thing about the ETS is the tuners from all over Europe who make the line-up so unique.”

“Great organization, great people, great atmosphere!”

Alongside numerous clubs, private exhibitors, and premium suppliers from the tuning and accessories industries, many familiar faces could be spotted at the fair – including TV host Sidney Hoffmann, YouTuber Philipp Kaess, racing driver Bernd Albrecht, and celebrity sisters Davina and Shania Geiss. “It was amazing,” the Geiss sisters raved after their visit to the fair. “Everything was super well organized, the people were great, and the atmosphere was just fantastic. There was so much to do, and we saw so many things today that you certainly don’t encounter every day.” Social media echoed this enthusiasm. goldmann2024 posted the following on Instagram: “My son and I have been attending Tuning World Bodensee for three years now. We went back again this year, and everything was wonderful.” Retrofuels called it “a spectacle!” and ferdotec.de commented: “Amazing experience, awesome event! Thanks!”

Exhibiting companies extremely satisfied

“For us, Tuning World Bodensee is clearly our ‘in-house’ exhibition. It has been a venue where we have enjoyed a home-field advantage for many years. The audience this year was excellent, and I can definitely say that everything went well throughout,” says Florian Johann, Brand Manager at KW Automotive GmbH, reflecting on the recent days at the fair. Karl Geiger, founder and Managing Director of Geiger Cars, was especially pleased to see so many

young visitors. "It's encouraging to see young people taking an interest in mechanical pursuits rather than just focusing on Instagram. You can make a splash here with a great car, cool paintwork, impressive exhaust systems, and stylish rims. We had lots of customers at our booth throughout the event." Björn Beisheim, Team Lead at Vogtland Autosport GmbH, echoed the positive sentiment: "It's simply an outstanding event in every regard. For me personally, Tuning World Bodensee is all about emotions, fun, and simply having a good time. Having the fair venue situated in the tri-border region of Germany, Austria, and Switzerland also gives us a chance to connect with customers we wouldn't normally reach from our home base in Hagen." Dirk Hattenhauer, Marketing Manager at Sonax, also reported great results: "Our Sonax booth was packed, and sales were outstanding. Visitors showed a real interest in car care, which really motivated our team to go all out."

"Keep up the good work!"

For the first time ever, a car was raffled off at Tuning World Bodensee: a Golf 7 GTI, which was offered in partnership with LCE Performance. "Our collaboration on the raffle was very well received. Many people wanted to purchase more raffle tickets at our stand, which just goes to show how well the idea was received," says Steven Koppenhöfer, Managing Director of LCE Performance. "I've been involved with Tuning World since 2003, right from the very beginning. It's impressive to see how much the quality of the event has improved in recent years. As locals, we'll definitely be back again next year." Harald Schmidtke, Managing Director of the Association of Automobile Tuners (VDAT), was also satisfied with the fair and provided the following bottom line for the event: "I have just one message for the show organizers: Keep up the good work!"

Further information

The next Tuning World Bodensee is scheduled for May 14 to 17, 2026.

TWB on Instagram: [TWB on Instagram](#)

TWB on Facebook: [TWB on Facebook](#)

Webseite: <https://www.tuningworldbodensee.de/besuchen/oeffnungszeiten-tickets>

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About Tuning World Bodensee:

Tuning World Bodensee is Europe's largest trade fair event for car tuning, lifestyle, and the club scene. Featuring more than 1000 show cars and approximately 100,000 attendees, the event spans the entire exhibition area as well as the on-site open-air areas. Numerous exhibiting companies will be presenting their world premieres, products, and exclusive modifications here. A wide range of themed halls and a unique show program captivate audiences year after year. The Club Area and the Private Car Area (powered by Tuning and VW Speed) are the hot spots of the community, where private individuals and their tricked-out vehicles gather to share ideas and network, with the hottest and trendiest crews converging on the Style Mile. The European Tuning Showdown (ETS), Europe's show & shine competition with the most substantial prizes, is another unique event that takes place annually at the Friedrichshafen Exhibition Center, where the crème de la crème of elite show cars battle it out for the prestigious tuning title. Tuning World Bodensee is continually evolving and adapting to trends from the scene with its ever-changing new themed areas, including its halls dedicated to motorsport, Asia, and the United States. After-show parties featuring well-known DJs and action-packed drift shows round out the overall experience of the tuning event.

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 open-air 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.