



## Voices of Tuning World Bodensee 2025

### **Björn Beisheim, Team Lead at Vogtland Autosport GmbH**

“The show went very well. We had loads of visitors coming to our booth, asking about our products, and engaging in many productive conversations. We always enjoy coming here. The atmosphere is absolutely brilliant, and the weather also cooperated this year. We had sunshine the entire time, and you could really see how that lifted people's spirits. It's just a top-notch event in every regard. For me personally, Tuning World Bodensee is all about emotions, fun, and simply having a good time. That really takes center stage. It's also a perfect location. Having the event venue situated in the tri-border region of Germany, Austria, and Switzerland gives us a chance to connect with customers we wouldn't normally reach from our home base in Hagen.”

### **Florian Johann, Brand Manager at KW Automotive GmbH**

“For us, Tuning World Bodensee is clearly our ‘in-house’ exhibition since we are based near Stuttgart. It has been a venue where we have enjoyed a home-field advantage for many years. Our stand is always in the same spot, and we only changed our booth layout a bit last year. The audience this year was simply fantastic. People really responded well to our display vehicles, and I can honestly say that everything went smoothly.”

### **Dirk Hattenhauer, Marketing Manager at Sonax**

The atmosphere and weather were great, and you could really see that in the visitor numbers. People were genuinely excited about the show, with plenty going on both outdoors and within the exhibition halls. Our Sonax booth was packed, and sales were excellent. Visitors showed a real interest in car care, which really motivated our team to go all out. Drifting, FMX, and the lowrider show were all very well received – honestly, you couldn't have asked for more.”

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

“My impression of Tuning World 2025 is very positive. Saturday felt like the busiest day, and it really feels like the event is gaining momentum again. Our raffle partnership was also a big hit with the crowd. Many people wanted to

purchase more raffle tickets at our stand, which just goes to show how well the idea was received. Other than that, everyone walking around the fair just seemed happy. I only received positive feedback. I've been involved with Tuning World since 2003, right from the very beginning. I missed a couple of years here and there, but otherwise, I've always been part of it. It's been great to see the event regaining quality in recent years. In the past two years, I've said: "Now I'm really enjoying it again, and it's also nice to see what else is happening at the fair." I hope it continues like this; I'd be thrilled. And as locals, we'll definitely be back again next year. What I especially love is the venue itself. With its spacious, light-flooded halls, it provides ideal conditions for showcasing automotive themes."

### **Motorsport icon Bernd Albrecht, Fly&Help**

"I find the show truly impressive. There are so many young people here. As a motorsport fan, I think it's incredible to see such stunning cars on display. Tuning World Bodensee is important to us, which is why I'm here to do a bit of advertising for motorsport and tuning – to help keep our shared passion alive for many years to come. And Friedrichshafen as a location is absolutely gorgeous."

### **Sven Schulz, organizer of ETS & Style Mile**

"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. Some tuners keep their masterpieces hidden in the garage for years and reveal them here for the first time. When you watch the vehicles enter the arena, each a potential winner, it's clear they've put together another outstanding line-up and managed to take things to the next level once again. The beaming faces and shining eyes of the visitors also show us that we've created something truly remarkable. Tuning is driven by the people involved, their emotions, and the 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."

**Karl Geiger, founder and Managing Director of Geiger Cars**

“The fair went extremely well. We had lots of customers at our booth throughout the event. What’s great is that there aren’t too many electric cars here – most vehicles are powered by internal combustion engines. You also see a lot of young people, both guys and gals, showing real interest in cars. I think it’s great that they’re getting back into mechanical and aesthetic details and not just focused on Instagram. You can make a splash here with a great car, cool paintwork, impressive exhaust systems, and stylish rims. It’s just great to see people reconnecting with cars again – that’s something we hadn’t seen for years.”

**Marco Thillmann, organizer of the Reisbrennen HOT IMPORT AREA**

The vibe in the Reisbrennen HOT IMPORT AREA was amazing throughout – and the private car owners were especially thrilled with the hall. We connected with returning tuning fans from all over, engaged in excellent conversations, and enjoyed valuable exchange with fellow exhibitors. With more than 150 vehicles, the hall was fully booked, which was really gratifying for us. Up to now, Tuning World Bodensee had placed less emphasis on the performance aspect, and that’s precisely what we aimed to highlight in our hall. We think there’s still potential to expand on that, but with the support of the Messe Friedrichshafen team and the drivers, we’ve already achieved good results this year.”

**Jonny Smith, European Events Rotiform**

“It feels great to be here at Lake Constance – surrounded by the lake and the mountains and united by a shared passion for incredible cars. The visitors are fantastic, everyone is happy, and it just feels good to be here.”

**Shania and Davina Geiss, celebrity sisters**

“The fair was truly incredible. Everything was extremely well organized, the people here were wonderful, and the atmosphere was fantastic. We had some fascinating experiences relating to drifting, motocross, and FMX. All of that was really cool, and the cars on display also looked amazing. The day went by in a flash. We met lots of great people, there were so many fun activities to

experience and great products to buy, and we got to see lots of things you certainly don't encounter every day."

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

"We are very satisfied. The crowds were massive, in good spirits, and ready to purchase and invest. Tuning World Bodensee has marked the start of the spring tuning season since its inception. I have just one message for the show organizers: Keep up the good work!"