



Tuning World Bodensee 2025: Where passion ignites performance

- **An exciting lineup of new products and unexpected surprises await**
- **Entire venue in use with over 700 participants from industry, events, and the tuning scene in Friedrichshafen**
- **Drift Championship features night drifting for the first time**
- **Hi-Fi Arena makes a comeback, Private Car Area hosts DJ contest, and Club Area celebrates a theme of “Home”**
- **Scene meet-up on the Style Mile and elite show cars at the European Tuning Showdown**

Friedrichshafen – When accessory specialists, sales partners, dealers, and more than 100,000 visitors once again gather in one place, you know it’s time for Tuning World Bodensee. From May 1 to 4, 2025, the leading names in car tuning, lifestyle, and club culture will converge at Europe’s largest trade fair in Friedrichshafen. “We have a packed agenda filled with numerous new products, popular highlights, and more than a few surprises in store,” says Project Manager Emanuela Botta, eagerly anticipating the upcoming event. “This year, we are once again taking over the entire venue.” Twelve fully occupied halls and sprawling open-air areas promise an unparalleled sensory experience. More than 1000 show cars and over 700 participants from industry, events, and the tuning scene are expected on an exhibition footprint exceeding 100,000 square meters. This year introduces night drifting as a new attraction, alongside the return of popular classics to Lake Constance, such as the Hi-Fi Arena.

Full halls and a full program to match

In addition to the renowned European Tuning Showdown (ETS), attendees can look forward to the US hall, known specifically as Cars & Stripes World, along with the Club and Private Car Area, the Style Mile, and the Reisbrennen Hot Import Area, as well as the Motorsport Experience. Revving engines, scorching pavement, and squealing tires are set to make the Drift Championship an adrenaline-charged spectacle, with after-show parties showcasing vibrant beats and trendy DJs on Friday, May 2, and Saturday, May 3. On the Show Ground,

cars will once again be showing off their style at the dynamic Car Walk. “We create experiences that resonate,” says Emanuela Botta. “This event is all about connection and excitement. We aim to provide exhibitors and visitors with a unique experience they can’t get anywhere else. In 2025, we will be delving even deeper into a variety of topic areas. We aim to showcase tuning in all its dimensions, as the full spectrum of tuning encompasses so much more than mere vehicle customization.”

Decibel contests in the Hi-Fi Arena, “home” battles in the Club Area, and lots of community vehicles in the Private Car Area

It’s not just at the after-show parties that everything revolves around the right sound: Various competitions emphasizing peak volume and sound quality will be taking place in the Hi-Fi Arena. Those interested in participating can submit applications for a reserved parking spot in the hall until March 15, 2025, allowing them to exhibit their vehicles to an enthusiastic audience for four days and participate in the competitions. Applications can be submitted to the following e-mail address: db-halle@tuningworldbodensee.de.

In the Private Car Area, powered by Tuning and VW Speed, the most outstanding vehicles from the tuning community will be on display and evaluated by a panel of judges. The prize this time is a trip to Asia, specifically to the Bangkok International Motor Show, which will take place in spring 2026. The editorial team of Tuning and VW Speed magazines will determine the participants for the Private Car Area, which will be in Hall B5 for the first time this year. The deadline for applications is also March 15, 2025.

The Club Area stands out for its meticulously tuned vehicles and creatively designed booths. Each year, the Club Area is assigned a theme that participants must engage with to secure a coveted exhibition spot. The theme for 2025 is “Home”. At the end of the fair, prizes will be awarded to the best club booths.

Motorsport Experience to be expanded, Asian vibes to take center stage, and the United States to come face-to-face with Lake Constance

The Motorsport Experience area will be returning to Tuning World Bodensee with even more action and adrenaline. Expect everything from performance upgrades to cutting-edge software optimizations for engines and transmissions.

While an extensive range of tuning kits, tuning components, and advanced engine technology will be showcased in Hall A3, the Dyno Arena featuring a dynamometer will return to Open-Air Area West. “At this fair, you can not only see the vehicles but also experience them,” says Emanuela Botta.

The Reisbrennen Hot Import Area will be further optimized in 2025. Hall A4 will not only feature the hottest JDM and KDM cars but will also be home to the best and most creative conversions, the most striking designs, and the latest tuning trends, all under one roof. The impressive Reisbrennen Tower serves as a central meeting point for the community. Those interested can apply for a stand in the Hot Import Area until March 15. You can find all the information here:

<https://www.tuningworldbodensee.com/trade-show-program/themes-highlights/the-world-of-asia>.

Cars & Stripes World, developed in partnership with industry expert Olivier Fourcade and Cars and Stripes magazine, stands out as another highlight of this year’s event. Visitors can anticipate a wide variety of theme-related exhibitors and dealers in a uniquely designed US hall. US cars, off-road vehicles, power cars, and classic cars will be on display. The vehicles will also be vying against each other in a contest here. If you would like to enter your vehicle in the competition, you can still apply until March 15:

<https://www.tuningworldbodensee.com/exhibit/registration/bewerbung-cars-stripes-world>.

The most exclusive show cars and hottest trends at the European Tuning Showdown and on the Style Mile

The fiercest “Show & Shine” competition of the year, the European Tuning Showdown (ETS), is set to once again captivate visitors in 2025. Carefully curated show cars from around the globe, meticulously selected in advance, face off in various battles while being scrutinized by a panel of international experts. In the end, the best of the best will be crowned ETS Champion 2025. Last year, the title was awarded to Great Britain, specifically to James Batty and his Chevrolet 3100. The scene’s hottest trends can be admired on the Style Mile, where renowned brands will be coming together to offer fashionable apparel and tuning accessories.

And don't forget: parties, celebrities, and plenty of (drifting) excitement

The Avd Drift Championship will once again be showcased in the Experience Area on the Static Display, featuring an unforgettable show by Europe's elite drift drivers. For the first time ever, night drifting will light up the track on Friday and Saturday after the fair closes. After that, it's time to head to the after-show parties. Join us for a "Back to the 90s" event with Sunshine Live on Friday, May 2, and get ready for the TWB After-Show Party featuring Open Beatz on Saturday, May 3. The live act performing on Friday and the DJs manning the turntables on Saturday will be announced soon. On both evenings, hip-hop will be featured on the second floor at the Black Circus After-Show Party powered by deep.dynastie.

New: Car Raffle and Concours D'Coolness

This year, LCE Performance is sponsoring a car that will be lovingly converted by experienced tuners before Tuning World Bodensee. The community will be updated on the progress of the conversion through social media. Anyone interested can purchase a ticket and have the chance to win this exclusive show car at Tuning World Bodensee. There will also be a collaboration with motor magazine Grip for the first time in 2025. The Concours D'Coolness is the pinnacle event for every car enthusiast, where everything will revolve around the coolest combinations of man and machine. A special show featuring hypercars will take place in the East Foyer, with popular presenters available for a meet-and-greet event on Saturday.

Tickets and opening hours

Tuning World Bodensee will take place on the exhibition grounds in Friedrichshafen from Thursday, May 1, to Sunday, May 4, 2025. The day ticket costs €18 when purchased in advance online, with discounted day tickets available for €16. Combined tickets are available for admission to both the trade fair and the party. You can find all the information here:

<https://www.tuningworldbodensee.com/visit/opening-hours-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 conversions here. A wide range of themed halls and a unique show program captivate the audience each 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.