



## Tuning World Bodensee raises the bar

- **Fast Females Area and special GTI show celebrate their debut**
- **More than 1,000 show cars on fully occupied exhibition grounds**
- **Numerous renowned exhibitors and key figures from industry, trade, and the wider community of automotive enthusiasts**
- **New “Triple Xperience” action show featuring extreme freestyle, drift action, and lowrider dancing**
- **Friday evening with night drifting and an after-hours party**

Friedrichshafen – Mark these four days in May on your calendar, as Tuning World Bodensee will be raising the bar again in 2026. From May 14 to 17, 2026, the exhibition grounds in Friedrichshafen will once again become a key meeting point for the international tuning, lifestyle, and club community. Featuring new themed areas such as Fast Females, a special GTI show, and a new action and entertainment program, Europe’s largest tuning and lifestyle fair blends fresh impulses with proven highlights and reaffirms its position as the industry’s leading platform. Twelve halls and the entire outdoor area will provide the stage for four days of international exhibitors, show cars, community-driven programming, and live action. “We aim to re-establish the event as a premier platform for professional exhibitors and authentic trade fair content. By offering higher-quality content, clearer structures, and themed environments that provide real added value to industry, trade, and visitors, we aim to strengthen the event’s economic and programmatic significance on a lasting basis – without losing sight of the emotional core of the fair and the community’s DNA,” says Stephan Mayer, Project Manager of Tuning World Bodensee, commenting on the future direction of the fair.

### **New this year: Fast Females and 50 years of the Golf GTI**

This year, the gathering point for women who own tuned vehicles is the Foyer. The Fast Females Area brings women vehicle owners from existing themed worlds together in one place that serves as a hub for exchange, inspiration, and new contacts. With exhibits that include everything from an old-school VW Beetle and a brand-new BMW M3 to DIY builds and professionally built show

cars, Fast Females gathers 30 women united by a single passion and showcases the long-standing diversity of the community by presenting it as a thoughtfully curated whole.

To mark the Golf GTI's 50th anniversary, Tuning World Bodensee is staging an extensive special exhibition dedicated to this iconic model with a cult following. All generations of the GTI will be on display in Hall B4, from the original model to the current Golf GTI Edition 50. The exhibition spans five decades of automotive history and presents original production vehicles as well as extensively modified show cars and unique creations. The special show will also feature prominent figures from the tuning community.

### **Theme-based hall layout with a clearly structured concept**

This year's event is also focusing on a theme-based hall layout with a newly developed concept designed to make it easier for visitors to get their bearings through the consolidation of related content. As a result, the Reisbrennen Hot Import Area will be moving to Zeppelin CAT Hall A1, where it will have a substantially larger stage. This is in response to the ongoing interest in JDM and KDM vehicles. A curated selection of import vehicles, creative one-off conversions, and current trends from the Asian-influenced tuning segment will be showcased there. The Reisbrennen Tower will once again serve as the community's central meeting point.

This year, the Motorsport Experience will be located in Hall A3, putting an even stronger focus on performance-oriented tuning. Here, exhibitors will present solutions for performance upgrades, engine technology, and software optimizations for engines and transmissions. Cars & Stripes World is bringing the US focus back to the trade fair concept. In partnership with Cars & Stripes magazine, a themed hall is being created to showcase US cars, high-performance vehicles, off-road vehicles, and classic models. At the Industry Hub in Halls A4 and A5, leading companies from the tuning and accessories sector will present innovative products and technologies, injecting fresh momentum into the tuning community.

In Hall B5, the Private Car Area (powered by Tuning and VW Speed digital) will exhibit a selection of private builds, which will be judged by an expert jury during

the event. All participants will be entered into a drawing for a chance to win a trip to an international automotive trade show. In addition, the Private Car Area will serve as a networking platform for the community. In Hall A7, the clubs will present their vehicles, putting unique conversion concepts, meticulous craftsmanship, and lovingly customized cars on display. The presence of the clubs will be complemented by selected partners whose products, activities, and special programming will highlight the active network of the tuning community. This makes the hall a meeting point for exchange, inspiration, and tuning culture.

### **Show & shine at its very best: ETS and Style Mile**

The European Tuning Showdown (ETS) in Hall B3 remains this year's flagship event in the show & shine segment. Hand-picked standout vehicles from around the world will compete across multiple judging rounds and be evaluated by an international jury of experts. Precision, meticulous attention to detail, and world-class craftsmanship take center stage. In parallel with that, the Style Mile (Halls B1, B2, and B3) will exhibit the latest trends, brands, and labels rooted in the automotive world. This is where car culture, design, and lifestyle converge to offer a panoramic view of the style-defining trends shaping the tuning community.

### **New action program, beloved classics, and an evening soirée**

Tuning World Bodensee 2026 is raising the bar with its "Triple Xperience." This extreme freestyle show will be celebrating its premiere at the exhibition grounds. Elaborate take-off and landing features, together with multiple ramps, will form the technical basis for impressive stunts. Internationally renowned riders from the European freestyle circuit will also take part, including quad pro David Tharan, snowmobile specialist Jason Cesco, and buggy driver Jason Van Daele. Circuit insider Sven Schreiber will host this action platform. In addition, visitors can once again look forward to a Lowrider Show in Hall A2, where hydraulically tuned vehicles will "dance" to the beat. The Drift Championship, a firm fixture of the supporting program, will deliver high-octane head-to-head battles, smoking tires, and non-stop adrenaline. The atmospheric finale to the second day of the show will be Night Drifting in the Experience Area, after which a special DJ act in Hall A2 will kick off the evening program that follows.

### **Tickets and opening hours**

Tuning World Bodensee will take place on the exhibition grounds in Friedrichshafen from Thursday, May 14, to Sunday, May 17, 2026. The day ticket costs €22 when purchased in advance online, with discounted day tickets available for €19. You can find all the information here:

<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 community. Featuring more than 1,000 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. Private enthusiasts gather with their modified vehicles to exchange ideas and socialize, while the hippest crews converge 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 community 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 m<sup>2</sup> of exhibition space, the venue features twelve exhibition halls, two multifunctional foyers, and two open-air areas in the inner courtyard measuring 15,500 m<sup>2</sup>. Additionally, the Static Display area spans 20,000 m<sup>2</sup> and provides exceptional opportunities for engaging and dynamic trade fair experiences. The exhibition grounds, which are compact in design and include the Fair Lake adjacent to the airport as well as halls equipped with hangar doors, can accommodate a wide range of possible uses.