

**Presseinformation  
Press release  
Communiqué de presse  
Informazione stampa**

International event  
for car tuning, lifestyle  
and club scene  
April 30 – May 3, 2020  
Friedrichshafen, Germany



Internationales Messe-Event  
für Auto-Tuning, Lifestyle und  
Club-Szene  
30. April – 3. Mai 2020  
Friedrichshafen, Bodensee

05.05.2019

## **Comments on Tuning World Bodensee 2019**

### **Franz Simon, CEO, Simon Motorsport GmbH**

“The fair went very, very well and the number of visitors felt even better than last year. Tuning World Bodensee is an absolute must-attend event. In my opinion, three days is also more than enough. I thought the Style Mile was very cool. This fair is an event not to be missed.”

### **Harald Schmidtke, CEO, Verband der Automobil Tuner (Association of Automobile Tuners, VDAT):**

“Scheduling Tuning World Bodensee for the first weekend in May naturally meant a change. Still, the decision was necessary in order to sustainably solve the scheduling conflicts that often came up in the past with other events relevant for the exhibitors. Even if the shorter schedule impacts the number of visitors, Tuning World Bodensee will continue to be successful and will be marked for the future in the calendars of the tuning fan community. This was also demonstrated by the first fair following its redesign.”

### **Manfred Hoffmann, Managing Director, Sonax GmbH:**

“While Friday was still very quiet, the number of visitors increased on Saturday. Our brand ambassador JP Kraemer was also there and we like to exhibit here. The trade fair visitors really appreciate being able to enter into a dialogue with us at Tuning World Bodensee and bought our products right at our stand. For us, the event always offers the opportunity to have direct contact with our target group and that’s why we at Sonax are so committed to the fair.”

### **Holger Stangl, Project Manager RaceRoom:**



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“The great atmosphere and fantastic sports we experienced here at Lake Constance was pure madness. Bringing the topic of eSport to Tuning World Bodensee was the right decision. We were very popular with the visitors, and many of them even grabbed our simulator wheels themselves, gripped as spectators by the races that the SimRacing pros were showing. Integrating the eSports Circuit into the European Tuning Showdown Hall was the right decision.”

**Johannes Wacker, Brand Management, KW automotive GmbH:**

“For us, Tuning World Bodensee is almost like a home game. We have been part of it since the beginning, because we can directly reach our target group here. There’s a good reason that in 2019 we again presented numerous innovations, such as a KW coilover suspension system for the new BMW 3 Series, and we are delighted about the many customer contacts we made at our exhibition stand. It’s always nice to see that so many private exhibitors in the club halls rely on our products.”

**Christian Klose, Head of Sales, Vogtland Autosport GmbH:**

“As always, the Saturday of the fair was very successful for us. Here at Tuning World Bodensee we connected with our target group. Unfortunately, it’s a bit of a pity that not many industry visitors working in sales have realized this yet, allowing them to connect with us manufacturers here directly on site. The fact that the weather on the first weekend of May wasn’t as nice as we had hoped wasn’t so bad for us, because we were able to have many more conversations and the visitors were not distracted by the fantastic supporting program offered by Tuning World Bodensee.”

**Christos Farakos, Head of Marketing DACH Thyssen Krupp Bilstein GmbH:**

“Tuning World Bodensee is very interesting for us with its varied program, its many show and performance vehicles and the visitors to be found here. Personally, I was here for the first time and was surprised about how enthusiastic and interested the audience was who visited our stand in Friedrichshafen. People here are passionate about tuning and they live this passion with ease.”



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**Manuela Hack, Marketing Associate, Toyo Tire Europe GmbH:**

“We at Toyo Tire like to present ourselves at events like Tuning World Bodensee, because it gives us a good opportunity to meet a target group who loves tuning and to exchange ideas. Our new Toyo TR1 sports tire sparked significant interest among the visitors. Because the fair draws visitors from the border triangle, at our stand we were able to have a lot of good conversations with tuning fans from Austria and Switzerland.”

**Matthias Scheller, Regional Manager, GD Handelssysteme GmbH Premio Reifen:**

“It was well attended, people were nice, and everything was good overall. Despite a quiet first day, we sold well. The day that was cut from the program made an impact, of course. But we'll be back next year.”

**Sven Schulz, Organizer of the European Tuning Showdown (ETS):**

“We've been doing the European Tuning Showdown for quite some time now and it's hard to believe how the level of the cars taking part continues to rise from season to season. Every vehicle is refined more and more elaborately, down to the smallest detail, and presented with an even more extreme overall concept. The ETS has become the Champions League of the scene. In addition, with the new Style Mile the fair offers even more space for exclusive show cars. In the Style Mile alone, we presented over 150 different trend vehicles and scene cars at the highest level, and together with the European Tuning Showdown, the fair has once again cranked up the engine and is a great platform for the tuning lifestyle.”

**Alexander Métayer, Club Scene Supervisor, Tuning World Bodensee:**

“Tuning World Bodensee 2019 was a brilliant success, once again. The solid demand for the stands in the club halls is just great. This year, the clubs once again presented a sensational variety – both in terms of the vehicles and the stand presentations in the A Halls. Several club cars were also shown in the Polo Dome and at the Style Mile. These new areas were generally very well received. In the Club Area the closing party was celebrated with a cool vibe. The party is a meeting place for the scene, where you can exchange ideas with your peers and old acquaintances.”



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**Raphael Wolf, Managing Director Racingline:**

“The number of visitors and people interested was amazing. We were able to book some orders, and the fair was a success. We were here for the first time this year and it is quite possible that we will be here again next year.”

**Markus Höckelmann, Manager ZF Race Engineering ZF Friedrichshafen:**

“The trade fair in Friedrichshafen is a location that probably plays the most important role for us. This is where our target group is. The visitor frequency at least doubled from Friday to Saturday and we had very good conversations with the visitors. A large share of our visitors were also very knowledgeable. Overall, Tuning World Bodensee is a very important trade fair for us, which will continue to be part of our program.”



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