



Press release

BILSTEIN at the Essen Motor Show 2025: Spectacular Show Cars, Personal Tuning Consultations and an Exclusive Gift

In 2025, the Essen Motor Show in Germany will be an absolute must-attend event for the international tuning community. And, of course, for BILSTEIN too: from November 29 to December 7, 2025 (Preview Day: November 28), the suspension and damping specialists will showcase their extensive portfolio in Essen: From original equipment replacement to motorsport and from performance to offroad. Tuning enthusiasts can look forward to a special highlight - and secure their own personal gift.

Essen/Ennepetal, November 13th, 2025 - BILSTEIN will present in Hall 7, booth 7D21 an impressive diverse and exceptionally powerful product range. From premium-quality OE replacement shock absorbers to offroad and camper dampers, as well as state-of-the-art performance and motorsport products, visitors can expect the very best shock absorbers from across the aftermarket spectrum.

Personal advice & exclusive gift

The BILSTEIN shock absorber experts will be on hand in Essen to answer any individual questions car and tuning enthusiasts may have about suspension technology and tuning. As a small gesture of appreciation, all visitors will receive an exclusive gift at the end of their personal suspension and product consultation.

Interested visitors can obtain the code required to collect their gift in one of two ways:

- Complete the personal BILSTEIN suspension guide from 22 November 2025 on the campaign page <https://performance.bilstein.com/en/essen-motor-show/>.
- Or immediately after a tuning/product consultation directly at the BILSTEIN stand at EMS.

BMW M2 show car

The BMW M2 (G87), developed in collaboration with BMW tuning specialist Schmiedmann, is sure to be a major audience magnet. The vehicle was tuned on BILSTEIN's in-house 7-post vertical test rig and is equipped with a BILSTEIN EVO R Motorsport suspension - a show car that combines pure driving dynamics and engineering excellence.

Secret world premiere

Another highlight at the BILSTEIN booth in Essen is a genuine world premiere. Developed in collaboration with a leading premium car manufacturer, the vehicle combines robustness and precision and impressively emphasises the diversity of technologies made by BILSTEIN.

At the Essen Motor Show 2025, the brand will demonstrate what modern suspension tuning means today: engineering excellence you can feel. In every corner.

If you demand the very best driving experience, you should stop by in Essen. Where technical expertise, passion and precision come together: at BILSTEIN.

About BILSTEIN

BILSTEIN is part of thyssenkrupp AG and has its headquarters in Ennepetal, Germany. The company develops and produces suspensions, shock absorbers and springs for cars and vans and is one of the world's largest suppliers with an annual production of around 13 million shock absorbers. BILSTEIN is a technology leader and a global player with more than 4,100 employees at nine locations in six countries – including the UK, the USA, Romania, China and Mexico.



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