Media Information



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Ford Mustang and special 40 Years of DTM exhibition at the Essen Motor Show

- Premiere for the new Ford Mustang GT3 for the 2025 DTM
- Special 40 Years of DTM show in Hall 3
- Exclusive ADAC discount for day tickets

Munich. The DTM is set to thrill visitors to the Essen Motor Show with a powerful presence. At Europe's leading trade fair for sporty cars, the series will present a spectacular newcomer for the 2025 season - the new Ford Mustang GT3. There will also be a special 40 Years of DTM exhibition, featuring highlights from across four decades. After a preview day on 29th November, this year's Essen Motor Show will run from 30th November to 8th December. ADAC members save three euros when purchasing day tickets in advance.

One highlight at the ADAC stand in Hall 3 is Mirko Bortolotti's championship-winning car, the Lamborghini Huracán GT3 Evo2 of SSR Performance. The Lamborghini will be framed by last season's DTM cars from Audi, BMW, Ferrari, McLaren, Mercedes-AMG and Porsche. As the 40th anniversary season of the DTM draws to a close, visitors in Essen will be able to enjoy a special exhibition focussing on 40 years of the DTM. The special show at the main entrance to Hall 3 will offer a trip back through the colourful history of Germany's most popular racing series, with DTM icons like the Rover Vitesse, Ford Sierra RS 500 Cosworth, Mercedes-Benz 190E Class 1, and Alfa Romeo 155 V6 Ti DTM.

The RaceRoom sim racing simulators offer hands-on motorsport with the DTM Experience. Twelve free simulators will be available for visitors at the ADAC stand. The ADAC Members Lounge, in which guests can enjoy free coffee, is exclusively for ADAC members.

The Essen Motor Show is open from 10:00 to 18:00 on workdays from 30th November to 8th December. Doors open at the earlier time of 09:00 on the preview day (29th November) and on weekends. Tickets for the Essen Motor Show are available exclusively online. A day ticket for adults costs € 20, with discounted tickets available for € 17. ADAC members receive an exclusive discount of € 3 on day tickets when purchasing in advance. Information on this offer can be found at: www.adac.de/mitgliedschaft/vorteilswelt/details/essen-motor-show/3506











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