

Press Release No. 10/2008

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July 2008

Aachen goes to London

AC Schnitzer at the British International Motor Show

The traditional British International Motor Show is almost as old as the car: It took place for the first time back in 1903 in the legendary Crystal Palace, which was once built for the world exhibition in London. Between 23rd July and 3rd August 2008 the automobile industry bestows the honour on the ExCel exhibition and conference centre. Alongside car manufacturers more and more renowned international tuners, such as **AC Schnitzer**, are using the event to present their products.

“In Europe Great Britain is one of the most important markets for our vehicles”, says Susanne Müllejans, marketing manager of the Aachen-based company, **AC Schnitzer**. “Our local importer promotes us at the trade fair, so that logistics costs for our parent company remain manageable. Furthermore our importer knows the requirements of the local market best“. At the moment the exhibition of two vehicles is planned in the North Events Hall. The brand new **ACS1 3.5i Cabrio** with 360 PS – and, of course, the **AC Schnitzer MINI**. “The exhibition ultimately lives up to the original which was also launched in London in 1959,” explains Müllejans.

The London Exhibition Centre; with an area of 400 000 square metres; was built at the turn of the Century in the former docklands. After a few stagnant years the car industry has recently rediscovered the British International Motor Show and through increased popularity is transforming itself into one of the absolutely top events,

AC Schnitzer is at the exhibition between 23rd and 3rd August in the North Events Hall, stand N7.

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Copies free of charge! Please send us a proof copy! Thank you.
AC Schnitzer is certified to DIN EN ISO 9001:2000
Further information on AC Schnitzer and high-resolution
images are available on the internet at the address
<http://www.ac-schnitzer.de>



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