



World premiere at the Essen Motor Show 2018: Initiative for Safe Tuning presents a plug-in hybrid sport coupé with an original police-car design

TUNE IT! SAFE! electrifies tuning fans with this specially designed BMW i8 by AC Schnitzer

Already fascinating as a series-production model, upon being transformed into a campaign car, the plug-in hybrid sport coupé from BMW AG is positively electrifying. TUNE IT! SAFE! presents this specially tuned BMW i8 by AC Schnitzer in an original police-car design at the Essen Motor Show, from 30 November to 9 December 2018. The new eye catcher from the Initiative for Safe Tuning, sponsored by the Federal Ministry of Transport, the Association of Automobile Tuners (VDAT), premium tyre manufacturer Hankook, and other organisations and institutions, celebrates its world premiere at Stand C26, Hall 7.

The new TUNE IT! SAFE! police car is impressive proof that automobile tuning can be great fun and still leaves plenty of scope for creativity and individuality, despite all the rules and regulations. Right from the word go, the BMW i8 is an absolute eye catcher. Its athletic front, impressive gull-wing doors, progressive line design and revolutionary plug-in hybrid drive are already impressive, but the Aachen tuning specialists, AC Schnitzer, have managed to find plenty of further potential for optimisation. An extensive carbon-fibre aerodynamics kit, elegant lightweight forged wheels, and a corresponding chassis spring set are enough to set any car fan's heart racing. The tuning components also include some stylish aluminium interior elements.

The start of the Preview Days at the Essen Motor Show on 30 November 2018 sees the TUNE IT! SAFE! Campaign car celebrating its world premiere with its official unveiling at the shared VDAT/TUNE IT! SAFE! stand in Hall 7, Stand C26. It can then be admired until 9 December 2018 at Europe's leading trade fair for tuning, lifestyle, series sports vehicles and motor sports.



Hankook presents the new Ventus S1 evo 3 ultra-high-performance tyre

Low weight and maximum quality are what characterise lightweight AC1 BiColor forged wheels. An ideal complement to the full 21-inch wheel set from AC Schnitzer are the brand-new ultra-high-performance Ventus S1 evo 3 tyres from Hankook. Once again, the main consideration in this latest development from the premium tyre manufacturer is safety. The Hankook engineers have managed some additional improvements, in terms of wet grip and vehicle handling/steering precision, in what is meanwhile the third S1 evo generation. Another focus was on reducing roll resistance while maintaining a high mileage performance. The BMW i8 is fitted with these Hankook tyres in the dimensions 245/35 R21 at the front and 285/30 R21 at the rear.

Police car design with signalling system and official film décor

The official police film décor makes the TUNE IT! SAFE! campaign car a genuinely unique vehicle. The adhesive film in blue and yellow police car design was once again created in perfect detail by FOLIATEC.com. To ensure the genuine appearance of a police vehicle, Hella again supplied an original RTK7 police car signalling system as well as flashing beacons. All of this successfully transformed the BMW i8 into an effective symbol of safe and regulation-compliant automobile tuning.

The revised 64-page TUNE IT! SAFE! magazine

Even the TUNE IT! SAFE! magazine has undergone further tuning. The latest edition features 64 pages containing varied reports, important tuning tips, and vehicle news. Visitors to the exhibition stand will particularly appreciate its competent expert advice, special KBA service, and competition offering a chance to win some attractive prizes. On each day of the exhibition, tuning experts will be on hand from a variety of test and monitoring organisations as well as the VDAT and the NRW Police, to give advice to interested visitors. And not only that, the Federal Motor Transport Authority (KBA) will inform visitors of how many points they currently have in Flensburg, upon presentation of their identity papers.



TUNE IT! SAFE! – the safe tuning initiative

The TUNE IT! SAFE! initiative was brought into being in 2005 in order to show that creatively appealing tuning and legal provisions are by no means a contradiction. The initiative is supported by BMVI (Federal Ministry for Transport and Digital Infrastructure), Hankook Tyres Germany, VDAT (Association of Automobile Tuners), ADAC (German Automobile Association), AvD (Automobile Club of Germany), BRV (Federal Association of the Tyre and Vulcanisation Trade), DVR (Germany Road Safety Council), DEKRA vehicle inspection, the Essen Motor Show, the “Take Care on the Road” (Gib acht im Verkehr) initiative, GTÜ (Technical Inspection Association), KBA (Federal Office for Motor Vehicles), the police of North-Rhine Westphalia, TÜV Rhineland (German Technical Inspection Association), DSK (German Sports Driver Circle), KÜS (Motor Vehicle Inspection Organisation of Independent Motor Vehicle Experts) and ZDK (Central Association of the Germany Motor Vehicle Trade).

For more information go to www.tune-it-safe.de and www.facebook.com/tune.it.safe. The virtual expert, Mr. Safe T, will answer your questions on the topic of safe tuning competently and around the clock on the website.

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