

**T&E**magazin *presents*



Photo: Markus Weber

**SEXY**  
**CARS** *community*

2022

**July 30, 2022 Gebläsehalle Ilsede**



# Location



Photo: R. Buechler

**July 30, 2022 the world's largest E-mobility meeting is supposed to take place at the "Gebläsehalle Illsede" near Hanover (Germany).**

**Is that realistic? The framework is set.**

A 2.000 m<sup>2</sup> hall with over 2.000 parking spots, in a central location in Germany near Hanover.

Even at this early stage, we have already sold 700 tickets tied to individual cars.

We expect that far more than 1.000 people will arrive in their electric vehicle.



Photo: A. Walther





## Idea

The name **S3XY CARS** comes from the model names of current and planned Tesla cars. But: EVs of all other manufacturers are explicitly welcome to the event and on the area of the “Gebläsehalle”.

Cars with combustion engines, hybrids and hydrogen-powered vehicles can be parked near the area if need be. The event is a strictly “EVs-only” meeting.

The times where early e-mobility adopters constituted a closed society are past. More and more early adopters join the ranks of EV-enthusiasts, and slowly but surely, e-mobility is becoming the norm.

The challenge: Upholding the sense of **community**. This is also one of the main goals of this meeting. Event organizer Timo Schadt, publisher of the **T&E magazin** assumes that “the demand for such an event surely did not diminish in the times of the COVID-19 pandemic”.



## History

In 2019, the Tesla Model 3 meeting (**M3T**) in Fulda took place with around 150 participating EVs. In 2020 we planned to hold the next **M3T** in Hilden near Düsseldorf. Over 550 tickets tied to e-vehicles were sold, but then the virus came. The event had to be postponed to 2021, but the virus stayed.

The result was a virtual **M3T** which offset the canceled event, which could have only taken place under very difficult conditions due to the pandemic. Besides, the car which gave the inspiration for the event, the Tesla Model 3, has since fully arrived in the streetscape, even the Model Y was soon to launch.

Event organizer Timo Schadt buried the title and now invites the community to the **S3XY CARS Community** event, as he owes the 550 ticket-buyers a large EV meeting. Very few made use of the right to return their ticket from 2020. We expect many more attendees this time around.



Photo: Markus Weber

# Program

Similarly to the canceled **M3T**, the **S3XY CARS Community** event will feature a comprehensive program. Over the course of the entire day, lectures, readings and expert talks will be held on-stage. The topics will be diverse: Tesla, E-Mobility, renewable and integrated energy, etc. The event will kick off at 11:00 o'clock on July 30, 2022. There will also be a large party that evening.

Many familiar faces, for example YouTubers, will attend and participate in the diverse program. Even Meet & Greets will be organized.

Exchange and networking in the community is the most essential element of this event.

One of the most famous German EV YouTubers, Christopher Karatsonyi, better known as [Car Maniac](#), announced his participation publicly. Many other large German influencers will attend this time:

Oliver from 163 Grad, Kelvin and André from EFIEBER. Leo of Tips, Tricks & More, Steven from the TeslaCrew, Katrin and Peter from SpassOhneAbgas. Eva from Das Bloghaus, DieserDad Tobias and son Oscar, TeslaLisa, Steve and Stefan from Schwunkvoll, Alex from Project Drive, Nico and Tobi from NiTo-Emobility, Daniel and Thomas from Neulich an der Ladesäule, Marian from Teslamag, Benny from Touchbenny, Jens and Nazila from Move Electric, Jonas from JÖNOHS, ElektroRonny, Carsten from Strom rein – Spass raus!, Frank from Generation-E., Christoph from Tesla-Kompakt, Nino from buzzingDANZEL, David from Tesla-Welt, Cornelia and Prof. Dr. Volker Quaschnig.

This is the current state at the time this brochure was published (February 1, 2022). The complete and fully updated list of influencers can be found [at this link](#) (in German).





# Family-friendly

**S3XY CARS Community** is a through-and-through family-friendly event, with debates and lectures, but also entertainment for all age groups.

The event name's origin was explained above. The main focus of the event is community exchange, making (business) acquaintances and reunions.

Children will be offered many forms of entertainment. Food and drink will be provided. Overall, there will be lots to see and try for everyone.



Photos: Markus Weber

# Future fair dealing with e-mobility and renewable energies

Companies that would like to present themselves in the context of the event, can place a booth inside the 1.100 m<sup>2</sup> indoor-area of the “Gebläsehalle”. Even EVs can be driven up via lift.

Commercial offers are allowed only on this area. Commercial activities outside of this area are prohibited and will be sanctioned.

If you are interested in booking a booth, please write an e-mail to [info@projektmacher.de](mailto:info@projektmacher.de)

With the help of the layout plan found below, one or more display areas can be booked. Those companies that had booked a display area in the canceled 2020 **M3T** event will have priority, otherwise: first come, first served.

Combustion engine, hybrid- and hydrogen-powered vehicles are not allowed to be displayed.

All exhibitors will be advertised in our public campaign for the event. They are also all invited to our mobility-influencer-banquet the previous evening (July 29, 2022).

Timo Schadt is the event organizer.

His publishing agency coordinates the event.

die **PROJEKTMACHER**  
[www.projektmacher.de](http://www.projektmacher.de)

## Team

He is supported by the team of the “Gebläsehalle”, which hosted many car events in the past.

Additionally, two e-mobility enthusiasts are part of the team, who are exceptional event organizers:

Event equipment & booth outfitter Thomas Helmer:

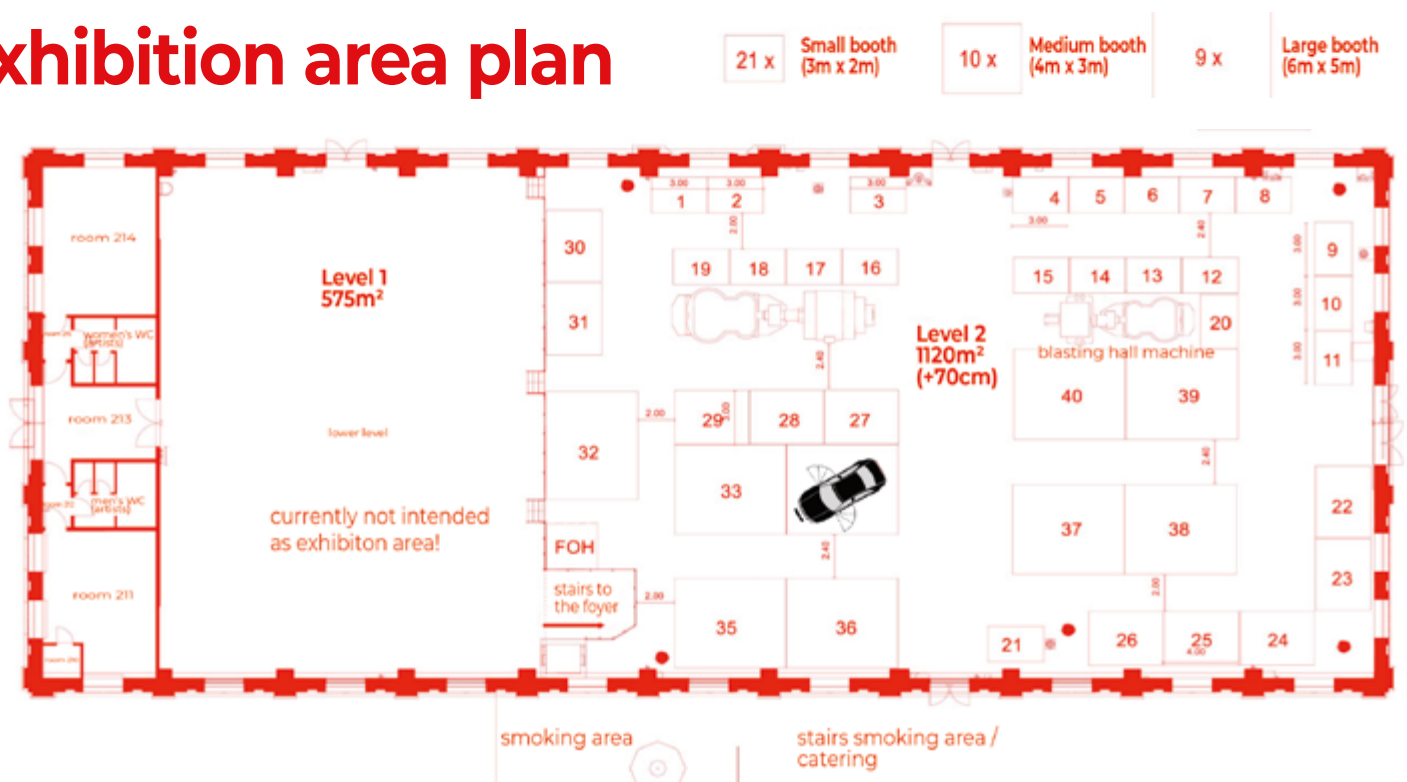
[www.dieeventausstatter.de](http://www.dieeventausstatter.de)

Through him, event equipment from complete booths to single components such as chairs and fair carpets can be ordered.

And event manager Rene Esser:

[www.esser-promotion.de](http://www.esser-promotion.de)

## Exhibition area plan





**Tickets from 2020** are still viable, but were solely tied to individual cars. This time around, it is necessary to order a free 0 € **Attendee's Ticket** for every person coming. This applies to everyone, even the ones who already have a parking spot ticket. This allows keeping a proper statistic in case the pandemic situation demands it. Ticket buyers of 2020 have to take this unfortunate hurdle, but can of course use their ticket for their own car and attendance. Everyone else that did not buy a ticket in 2020, can buy a ticket for their car for 25€ but have to buy as many free tickets as they have car occupants. A parking ticket will be necessary **Parking Ticket**. The ones who already have a ticket, or anyone else who would like to support the event due to the large costs of the canceled **M3T 2020** event, can buy a voluntary **Solidarity Ticket**. Anyone purchasing a parking ticket and attendant's ticket (person's ticket) will receive digital tickets on time before the event, which will have to be placed on the car's dashboard for a quick entry into the parking area. Attendant's tickets must be flashed for entry into the area as well.

## The date in 2022 doesn't work for you?

If you cannot attend and would like to be reimbursed for your ticket, please write an email together with your bank account information and the invoice billing number to [community@temagazin.de](mailto:community@temagazin.de)

## Tree-planting-campaign donation

Excluded from reimbursement of the **M3T 2020** tickets is the small donation amount of 1€ for a tree-planting-campaign. A donation for this campaign is also part of the new ticket sales for the **S3XY CARS Community** event 2022.

If you bought or buy a ticket, you are supporting a **tree-planting-campaign**. This is not supposed to be Greenwashing. The donations benefit the conservation of nature - to at least partly offset the long travel of some attendees.



Photo: Markus Weber

## Helpers needed

The event requires many helpers in addition to the professional organizers.

If you are interested in helping the organization of this mega event, please write an email to

[community@temagazin.de](mailto:community@temagazin.de)

“A community meeting of this scale has to be organized professionally, but it also needs many helpers, who contribute upfront and during the event with their diverse skills and interests”, event organizer Timo Schadt explains.

## Pandemic conditions

We expect that Corona restrictions will be mostly lifted in the coming summer. Nevertheless, we cannot eliminate the possibility that large-scale events will have restrictions and requirements. Due to this, a certificate proving full vaccination against the Coronavirus or recent recovery is required. The exact details of this are subject to change.

Because of the possibility of an attendee limit, all people attending have to order an [Attendee's Ticket](#), even if you also have a parking spot ticket.



Organizer:

die **PROJEKT**macher

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