

ambiente

Polestar is the first official Mobility Partner of Ambiente

Frankfurt am Main, January 2023. Experience pioneering e-mobility at Ambiente: The Swedish manufacturer of electric performance vehicles Polestar is the mobility partner of Ambiente. At the leading international consumer goods trade fair, the electric car brand will present the innovative Polestar Precept concept car and offer visitors test drives of the fully electric *Polestar 2*. At Ambiente, Polestar is honoured with two of the coveted German Design Awards at the opening of the fair.

The Swedish company Polestar is the official mobility partner of Ambiente and will be presenting its ultra-modern and environmentally friendly electric vehicles at the world's leading trade fair from 03 to 07 February 2023.

"As a brand, we stand for design, innovation and sustainability," says Marlene Freienstein, Head of Marketing at Polestar Germany. "Ambiente is an ideal platform for us to position ourselves further in the premium segment and to tap into new customer groups who share the same interests and values. To further drive the shift towards electric mobility, as many consumers as possible need to experience it for themselves. That's why we invite all visitors to the show to try out our Polestar 2 for themselves." At Ambiente, Polestar receives two German Design Awards in recognition of the Swedish car manufacturer's outstanding design language and communication. The Polestar Precept vehicle concept, which is exhibited on the grounds, receives the Gold award. The so-called Polestar Spaces are also honoured with a Special Mention in the Retail Architecture category. Today, sustainability is a worldwide social and economic core topic with enormous scope and significance - in parallel, the Frankfurt consumer-goods fairs are also moving the meta-topic further into their focus. "At Ambiente, the spotlight is on the various facets of sustainability - because we are convinced: sustainability is an integral part of design. With Polestar as a pioneering driver of the development of sustainable mobility solutions, we have a strong partner at our side. We are looking forward to present trend-setting solutions together with Polestar at Ambiente and to make e-mobility a tangible experience," says Julia Uherek, Vice President Consumer Goods Fairs.

The near future of automotive: Polestar 2 & Polestar Precept

The highest standards of design, innovation and sustainability are reflected in the product portfolio of the Swedish electric brand, which currently includes three high-performance, all-electric cars: In addition to the strictly limited Polestar 1 as a hybrid GT and the all-electric Polestar 2, Polestar 3 - the company's first electric performance SUV - was unveiled in October 2022. Continuing the shift towards electric mobility, visitors to Ambiente can experience the Polestar 2 for themselves in a test drive.



At Ambiente, the electric car brand is presenting the innovative Polestar Precept concept car.
Photo: Polestar

The company has set itself the goal of reducing its climate impact with every new model and producing a truly climate-neutral car by 2030. The Swedish car manufacturer's visions of the future are united in the Polestar Precept, a concept vehicle that will be exhibited in the Portalhaus next to Hall 11 as part of Ambiente. The concept vehicle serves as the basis for the Polestar 5, which is to be launched on the market in 2024.

Further information on Ambiente's partnerships can be found here: [Ambiente Partners \(messefrankfurt.com\)](https://www.messefrankfurt.com/AmbientePartners)

From February 2023, Ambiente will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: 3 to 7 February 2023
Creativeworld: 4 to 7 February 2023

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#).

Press information & images:

<http://ambiente.messefrankfurt.com/press>

On social media:

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Leading international trade fair Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - the order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information: Sustainable Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2022