



With the ID.Buzz by Irmischer, the initiative for safe tuning is presenting a van as a campaign vehicle for the first time at the Essen Motor Show 2023

Safety with style: TUNE IT! SAFE! presents the ID.Buzz in the police edition

In blue light splendour, TUNE IT! SAFE! celebrates the world premiere of the new campaign vehicle at the ESSEN MOTOR SHOW: the ID.Buzz by Irmischer combines safety and style. To kick off the Preview Day, the initiative for safe tuning is presenting a van with an original police look for the first time. Equipped with Hankook tyres and a customised tuning package from Irmischer, the ID.Buzz in the police edition is a real eye-catcher.

The new TUNE IT! SAFE! police vehicle can be admired live at the ESSEN MOTOR SHOW in Hall 7, Stand B11 from 1 to 10 December 2023. In addition to the upgraded electric bus, the initiative supported by the Federal Ministry for Digital and Transport Affairs (BMDV), the Association of Automobile Tuners (VDAT), premium tyre manufacturer Hankook and many other partners has even more in store. Anyone who wants to join the VDAT/TUNE IT! SAFE! joint stand will receive competent advice from tuning experts from various testing organisations and the police, free information from the Federal Motor Transport Authority (KBA) from the driving aptitude register and can look forward to a competition with attractive prizes. There will also be the new TUNE IT! SAFE! magazine and other tuning highlights to take away.

Customised tuning elements from Irmischer for more performance

With a VW ID.Buzz, the initiative is presenting a van for the first time as a symbol of roadworthy and compliant car tuning. The 19th TUNE IT! SAFE! campaign vehicle also impresses with its original police outfit. Tuning partner Irmischer Automobilbau ensures that the performance and appearance of the ID.Buzz by Irmischer are raised to a new level with customised tuning elements. The Remshalden-based company has been developing customised vehicle solutions for more than 55 years. The Irmischer Group has a wealth of experience in the field of electromobility, not least because of the electrification of its own roadster, the Irmischer Selectra.



Aerodynamics package gives cult bus more character

With the ID.Buzz by Irmischer in the original police look, the aim was to give the already iconic bus even more character. The front end is emphasised by a newly designed front apron, into which an Irmischer front spoiler lip is seamlessly integrated. The side view is emphasised by the side skirts, which are skilfully integrated into the vehicle line and elegantly extend the design. These lines continue to the rear, where the rear apron attachment in combination with an aerodynamic roof spoiler provides a more dynamic look and gives the vehicle a stronger presence on the road. The aerodynamics package from Irmischer is being used in this combination for the first time.

Travelling like on rails with Hydra-Star wheels

The new TUNE IT! SAFE! campaign vehicle stands on Irmischer wheels in Hydra-Star design, which are completely black and ensure that the van drives as if on rails. The 8 × 20-inch wheels are mounted on the front axle, while 9.5 × 20-inch rims are used at the rear. These are optimally adapted to the lowered chassis. A suspension spring kit ensures that both axles are lowered by 25 to 30 mm.

Hankook iON tyre family - specially developed for electric vehicles

The new campaign vehicle of the TUNE IT! SAFE! initiative is also fitted with tyres from main sponsor Hankook. And here, the ID.Buzz by Irmischer is also fitted with customised tyres. The Hankook iON evo SUV summer tyre was specially developed for electric vehicles. Thanks to its special construction and rubber compound, the ground pressure is evenly distributed, thus reducing wear and increasing the tyre's service life! This is Hankook's response to the weight of electric vehicles, which are up to 30% heavier due to the batteries. Minimised tread noise, reduced rolling resistance, improved cornering stability and improved wet grip are further features that characterise the iON evo SUV. On the TUNE IT! SAFE! police vehicle is fitted with these Hankook tyres in the dimensions 235/50 ZR 20 at the front and 265/45 ZR 20 at the rear axle.



Visual and acoustic warning system from Hänsch

Hänsch GmbH from Herzlake, which has equipped the ID.Buzz by Irmscher with the DBS 5000 LED warning system, is now also one of the vehicle partners. It combines modern design with a wide range of functions and advanced LED lighting technology. Its maximum warning effect increases the attention of other road users and thus contributes to increased safety in use. In addition, the Sputnik Flat LED front flashers (mobile), a rear stop signalling device and the 724 tone sequence system with 2x DKL604 from Hänsch were installed on the new TUNE IT! SAFE! campaign vehicle. FOLIATEC.com is once again responsible for the official police foil décor and will also be using the SECURLUX safety foil on the front side windows.

TUNE IT! SAFE! – the initiative for safe tuning

The TUNE IT! SAFE! initiative illustrates that appealing creative tuning does not have to be in conflict with legal requirements. The initiative is supported by the BMDV (Federal Ministry of Digital Affairs and Transport), Hankook Tyres Germany, the VDAT (Association of Automobile Tuners), the ADAC (Allgemeiner Deutscher Automobil-Club; German Automobile Club), TÜV SÜD, the AvD (Automobile Club of Germany), the BRV (Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V., Association of German Tyre Retailers), the DVR (Deutscher Verkehrssicherheitsrat e.V., German Traffic Safety Association), DEKRA, the Essen Motor Show, the initiative "Gib acht Verkehr" (Take Care on the Road), the GTÜ (Gesellschaft Technische Überwachung mbH; Association of German Technical Supervision), the KBA (Kraftfahrt Bundesamt; Federal Motor Transport Authority), the police of North Rhine-Westphalia, the TÜV Rheinland, the DSK (Deutscher Sportfahrer Kreis, German Sport Drivers' Circle), the KÜS (Kraftfahrzeug-Überwachungsorganisation freiberuflicher Kfz-Sachverständiger e.V.; Motor Vehicle Monitoring Organisation of Freelance Motor Vehicle Experts) and the ZDK (Zentralverband Deutsches Kraftfahrzeuggewerbe e.V.; Central Association of German Motor Trades).

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