



## PRESSEMITTEILUNG

World Premiere at the Essen Motor Show 2025: Initiative for Safe Tuning  
Presents STEEDA Q500 Ford Mustang as New Campaign Vehicle

# **TUNE IT! SAFE! focuses on maximum precision and safety**

**Essen, November 28, 2025. TUNE IT! SAFE! is celebrating a world premiere: with the STEEDA Q500 Ford Mustang in authentic police livery, the initiative for safe tuning is presenting a powerful sports coupé at the start of the ESSEN MOTOR SHOW 2025 that impressively demonstrates how performance, driving dynamics and road safety can be combined. Individualized by FIEGEPERFORMANCE and equipped with Hankook ultra-high-performance tires, the new TUNE IT! SAFE! campaign vehicle combines maximum precision with outstanding safety.**

In its unmistakable police look and with a consistently tuned package from FIEGEPERFORMANCE that has been precisely tailored for both driving dynamics and safety, TUNE IT! SAFE! is showcasing a V8 sports car this year. The base vehicle – a Mustang GT Fastback – was provided by Ford-Werke. With this car, the initiative, which operates under the patronage of the Federal Minister of Transport, is entering its 21st campaign year. Hankook has been on board as main sponsor since the campaign was launched in 2005. “We are proud to have been part of TUNE IT! SAFE! from day one. The STEEDA Q500 Ford Mustang shows just how emotionally a vehicle can be individualized within the rules – with Hankook UHP tires and a clear commitment to road safety,” says Roland Hehner, Director Central Germany and Head of Product & Tuning at Hankook Tire Germany.

Dirk Kreidenweiß, Managing Director of the Association of Automotive Tuners (VDAT e.V.), also regards the new campaign vehicle as a strong statement: “The STEEDA Q500 Ford Mustang is a prime example of how professional tuning and legal requirements can go hand in hand. This is exactly what we as the Association of Automotive Tuners have been promoting for many years. Together with TUNE IT! SAFE! we have been providing all automotive enthusiasts with expert support on all aspects of tuning for more than 20 years.”



## **TUNE IT! SAFE! live at the ESSEN MOTOR SHOW 2025**

The new TUNE IT! SAFE! police vehicle can be experienced live at the ESSEN MOTOR SHOW in Hall 7, Stand 7B11. Visitors will not only find the STEEDA Q500 Ford Mustang in police design there, but much more besides: a free driver's record inquiry from the Kraftfahrt-Bundesamt (KBA), expert advice from tuning specialists from testing organizations and the police with tips on safe and legal tuning. In addition to the freshly printed TUNE IT! SAFE! magazine, featuring exciting stories, tuning news and background reports, the revised tuning guide booklet in its new look is also available free of charge. A prize draw with attractive rewards and the new interactive tuning guide round off the presence.

### **Precise suspension setup and durable brakes**

A customized front splitter and rear spoiler enhance the visual and aerodynamic presence of the V8 sports car. At the heart of the technical upgrade is the STEEDA base pack. Adjustable anti-roll bars reduce body roll and enable a finely balanced setup between the front and rear axles. Special dual-rate suspension springs lower the car's center of gravity by around 20 mm and interact perfectly with the adaptive damping system. At the rear axle, the IRS and anti-hop system increase stiffness and stability, while jacking rails make it easier to lift the vehicle safely. At the front, two-piece brake discs ensure reliable deceleration. Additional cooling for the brakes and wheel bearings stabilizes braking performance even during repeated hard stops – an important safety benefit.

### **Hankook high-performance tires for optimum grip and safety**

Visually and technically, the STEEDA Q500 Ford Mustang makes a clear statement with its striking BARRACUDA RAZZER alloy wheels in "Black milled". Mounted in 9.5 × 21 inches at the front and 10.5 × 21 inches at the rear, the lightweight rims reduce unsprung mass and support the suspension's direct response. Contact with the road is provided by the Hankook Ventus evo<sup>3</sup> ultra-high-performance tire, fitted in sizes 265/30 ZR21 96Y (front) and 285/30 ZR21 100Y (rear). These UHP tires offer outstanding wet grip, precise steering response and a stable driving feel even at higher speeds.



## **Police styling by FOLIATEC.com and modern warning technology by Hänsch**

Once again, FOLIATEC.com is responsible for the authentic appearance in original police livery. A full silver wrap provides the basis for the official blue and yellow police design accents. On the front side windows, the SECURLUX safety film is used once again, providing protection against shattering and penetration and thus offering an additional contribution to safety. A key feature of this prevention vehicle is the modern light and signal technology from Hänsch. The DBS 4000 roof bar system with two-color displays at the front and rear ensures high visibility in traffic. It is complemented by front, intersection and rear strobes, a red stop signal and a yellow rear warning system.

## **TUNE IT! SAFE! – the Initiative for safe tuning**

TUNE IT! SAFE! demonstrates that attractive, creative tuning does not have to be at odds with legal requirements. The initiative is supported by BMV (Federal Ministry of Transport), Hankook Tire Germany, VDAT e.V. (Association of Automotive Tuners), the ADAC (German Automobile Club), TÜV SÜD, AvD (Automobile Club of Germany), BRV (Association of German Tire Retailers), DVR (German Road Safety Council), DEKRA, Essen Motor Show, the initiative “Gib acht im Verkehr” (“Take Care on the Road”), GTÜ (Association for Technical Inspection), KBA (Kraftfahrt-Bundesamt; Federal Motor Transport Authority), Police of North Rhine-Westphalia, TÜV Rheinland, DSK (German Sport Drivers’ Association), KÜS (Motor Vehicle Monitoring Organisation of Freelance Motor Vehicle Experts) and ZDK (Central Association of the German Motor Trade).

Reprint free of charge, specimen copy requested.

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