

Media release 02.11.2023

Auto Zürich 2023: 02 to 05 November 2023 at the Messe Zürich

Auto Zürich opens its doors today

- **From today until next Sunday (2 to 5 November), more than 60 brands will be presenting their new products at Auto Zürich.**
- **Successful debut for the Auto Zurich MEDIA STAGE on the press day before the opening of the exhibition: 165 accredited media representatives followed the new product show with 22 product premieres.**
- **Party atmosphere at the exclusive pre-opening on the evening of 1 November: Around 4,300 invited guests were able to take a look at the many innovations.**

Today, Switzerland's biggest car event kicks off its 36th edition! From 10am until next Sunday, more than 60 brands will be showcasing their latest car innovations in the seven halls of Messe Zürich.

A new presentation format celebrated its brilliant premiere yesterday at the Auto Zürich MEDIA DAY: 165 accredited media representatives followed the new product show hosted by Rainer-Maria Salzgeber, during which a total of 22 product premieres rolled across the stage. The completely redesigned Auto Zürich MEDIA STAGE provided an attractive stage with optimal presentation conditions. With this innovation, Auto Zürich brings together exhibitors, new products and media representatives in an effective and efficient way.

Traditionally, Auto Zurich kicked off with an exclusive pre-opening on the evening of 1 November. Around 4,300 invited guests were able to take a look at the many new products on the eve of the fair's opening. The fact that Auto Zürich is increasingly developing into a central meeting place for the industry was also demonstrated by the presence of numerous high-ranking representatives of the automotive industry, such as Renata Jungo-Brüngger, Member of the Board of Management of Mercedes-Benz Group AG.

Thanks to the feedback from this first barometer of public opinion, the organisers are very optimistic about the coming days. This confidence is underpinned by the extremely positive figures for advance ticket sales. The car theme continues to mobilise people.

The "ev experience", a test-drive and advice module with a fleet of 22 electric vehicles, is also expected to be very popular. Most of the available places are already booked out. Tickets and test drives can be booked online at www.auto-zuerich.ch.