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Auto Zürich 2023: 01 to 05 November 2023 at Messe Zürich

Auto Zürich MEDIA DAY 2023: 16 premieres get set to debut on the new Press Stage.

- The 36th Auto Zürich will feature a record number of around 60 brands. In an international comparison, this leaves many other motor shows far behind.
- A newly developed premiere platform for media representatives will be the Auto Zürich MEDIA DAY on 01 November 2023.
- A total of 16 live presentations on the MEDIA STAGE at Auto Zürich will guarantee a diverse firework display of new products and innovations.

The growing number of national and international model premieres at Auto Zürich is increasingly putting the show in the media spotlight. For the first time, the Auto Zürich MEDIA DAY on 01.11., immediately before the start of the show, offers a specially designed platform on which 16 new models will celebrate their premiere.

The following makes are registered: Audi, Bentley, Cupra, Elaris, Fiat, Honda, Hyundai, Jaguar, Opel, Peugeot, Range Rover, Renault, Škoda, Smart, Toyota and VW.

The central element is the Auto Zürich MEDIA STAGE. It offers a drivable infrastructure that is ideally suited to the presentation of brands and products. Exhibitors will be able to present their innovations and themes in timed slots, while media representatives will find the best working conditions on a grandstand designed to meet their needs.

Members of the media can now register to attend the Auto Zürich MEDIA DAY at mediaday@auto-zuerich.ch.

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