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Auto Zürich 2023: 1 - 5 November 2023 at Messe Zürich

# Auto Zürich 2023: Nowhere else do so many brands have their novelties on show

- The 36<sup>th</sup> Auto Zürich will feature a record number of around 60 brands. Even by international standards, this leaves many other motor shows far behind.
- For the third time in a row, the largest Swiss automotive event of the year is recording an increase in the number of exhibitors. Auto Zürich 2023 is the motor show with the greatest brand diversity in Europe.
- A new feature is the innovative Auto Zürich MEDIA DAY. This will provide exhibitors and media representatives with a state-of-the-art premiere platform.

Digitalisation, electrification and new forms of distribution are currently revolutionising and transforming the automotive industry. Auto Zürich has been accompanying this change for many years as an efficient and versatile exhibition platform. Its "plug & play" principle guarantees exhibitors an attractive presentation of the entire spectrum of suppliers and drive systems. For the 36<sup>th</sup> edition from 2 to 5 November 2023 at Messe Zürich-Oerlikon, it is now taking the next step.

### Auto Zürich MEDIA DAY

The growing number of national and international model premieres at Auto Zürich is increasingly putting the event in the media spotlight. For the first time, the Auto Zürich MEDIA DAY on 1 November will offer the exhibiting brands an innovative media platform even before the opening, while remaining true to the efficient "plug & play" principle.

The central element is the Auto Zürich MEDIA STAGE. It offers a drivable infrastructure that is optimally designed for 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.

## Sold-out exhibition halls

Despite all the changes, Auto Zürich remains true to its roots. In 2023, it will continue to rely on the commitment of the dealers and enable them to present their products in the best possible way. This approach is convincing: all the space at Auto Zürich 2023 has already been booked. This means that Auto Zürich will not only be the largest live automotive event in Switzerland, but also the motor show with the greatest brand diversity in Europe.

With around 60 car brands, Auto Zürich 2023 will present the most comprehensive brand portfolio in its 36-year history! The high level of interest shows that, even in the digital age, trade fairs that meet the needs of exhibitors and the public have their place. The success of a mobility show is not a question of size, but of the quality and relevance of the content, as well as its efficient execution.

## Focus on classic cars and electric vehicles

Classic car enthusiasts can look forward to the fourth edition of Auto Zürich CLASSIC in Hall 6. Already at its premiere in 2019, the event quickly advanced to become Switzerland's best-attended trade fair for classic cars.

In addition, Auto Zürich is further expanding the concept of the "EV experience". In 2023, 15 models from different brands (exclusively BEV and PHEV) will be available for accompanied test drives on the open space in front of the main entrance to the show. In addition to the test drives, the "ev experience" will offer a cross-brand advice centre. Visitors can get all the information they need about choosing a vehicle, public charging and the wall box at home. The "ev experience" is a platform for the simplest and most comprehensive approach to electric mobility.

**Media representatives can now register for Auto Zürich Media Day at [mediaday@auto-zuerich.ch](mailto:mediaday@auto-zuerich.ch).**

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