

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

## Auto Zürich MEDIA DAY 2023 Program

From 09:00 Registration of participants at the Press Office (in front of the access

barriers on the left) and issue of access badges

From 09:30 Coffee and croissants at the entrance to Hall 1 (access through Hall

1 to the delivery zone)

From 10:00 Start of the programme on the MEDIA STAGE in Hall 1

16 manufacturers will present their autumn highlights on the drivable stage - including 11 Swiss premieres and 2 European premieres.

Presented by: Rainer-Maria Salzgeber

From 12:45 Lunch in the exhibition restaurant Azzurro

From 14:00 Individual tour of all 7 halls

Access to around 60 car brands with a total of 39 Swiss and 4

European premieres

From 14:00 Interview opportunities with Auto-Zürich Managing Director Ines

Nägeli and Auto-Zürich President Karl Bieri (please register in

advance)

From 14:00 Interview opportunities with the new President of Auto-Switzerland,

Peter Grünenfelder, in conference room K5 (please register in

advance)

**Throughout the Day**The **media room K3** (3rd floor) is available to media representatives

for reporting purposes.

From 18:00 Start of the exclusive pre-opening ceremony

**22:30** End of the event









