

Brochure

Auto Zürich 2024



We would like to take this opportunity to thank

our **sponsors**

and **media partners**





Hallen
1+2

Konferenzräume
K1 K2 K3 K4 K5

Eintritt mit
Handstempel
ped

3

AUTO
ZÜRICH

Karl Bieri
Präsident Auto Zürich



Preface

It's almost a tradition for me to use this foreword for both a review and an outlook. I would like to start with my very personal summary of Auto Zürich 2023: With 62,068 tickets sold, we recorded the highest number of visitors in our history. And that's not all: 63 brand presentations with over 80 new products is an absolute record in the 37-year history of Auto Zürich.

With this variety of brands, Auto Zürich now even surpasses the international formats in Munich, Detroit and Los Angeles. And this by a wide margin. Such a result is both an incentive and an obligation for us to continue to develop Auto Zürich in a consistent and ambitious manner.

It is also the reason for the launch of the Auto Zürich MEDIA DAY in 2023, which is in response to demand. With the Auto Zürich MEDIA STAGE, we are relying on a completely new and comparatively innovative concept that offers both participating exhibitors and media representatives maximum efficiency and effectiveness. With 165 accredited media representatives and 22 product premieres, this new module was an immediate success.

Karl Bieri, President of Auto Zürich



The dates for 2024

Auto Zürich MEDIA DAY	06 November 2024
Exclusive pre-opening	06 November 2024
Visitor days	07 - 10 November 2024
	Messe Zürich Wallisellenstrasse 49 8050 Zurich



7

K6

6

Hallen
5 + 6

4

K1-K5

Hallen
3 + 4

2

1 2

8

One show - 5 modules

Auto Zürich MEDIA DAY

The Auto Zürich MEDIA STAGE offers the highest level of efficiency and effectiveness for both exhibitors and representatives of the media (**pages 10 - 13**).

Auto Zürich New Car Sector

With 63 brand presentations and more than 80 new products, it is one of the most successful trade fairs for the automotive industry (**pages 14 - 19**).

Auto Zürich CLASSIC

The best-attended trade fair in Switzerland for the automotive masterpieces of yesterday and the day before yesterday (**see pages 20 - 23**).

Auto Zürich LOUNGE 7

In the Penthouse of Messe Zürich with a selected range of products from the tuning, accessory and motorsport areas, as well as the motorcycle and youngtimer theme worlds (**pages 24 - 27**).

ev experience

The cross-brand advice and test-drive module covering all aspects of electric mobility (**pages 28-31**).



AUTO
ZÜRICH

MEDIA DAY 2023
Herzlich willkommen auf der Auto Zürich MEDIA STAGE



Auto Zürich MEDIA DAY

You may have been a guest at one of the traditional motor show press days, when it was customary to present the market as a whole, with an international line-up of brands. Then you would have witnessed the media pack rushing from stand to stand, barely able to keep up with the fast pace of the premieres.

With the growing importance of Auto Zürich and the current lack of alternatives, the call for a dedicated press day grew louder and louder. And so, at the beginning of 2023, it was decided to offer a new module in the form of the **Auto Zürich MEDIA DAY**. Here, too, existing concepts were not simply copied, but the actual needs - in this case of media representatives and exhibitors - were thoroughly analysed in the proven Auto Zürich manner. It quickly became clear that the decentralised presentation culture that has been common in the industry up to now is not really satisfactory for any of the target groups. Media representatives have to be constantly on the move and are usually confronted with very compromised presentation stages, which in turn mean considerable additional planning and financial expenditure for the respective exhibitor.

The curtain has now been raised on the **Auto Zürich MEDIA STAGE** concept, a central infrastructure consisting of a stage with the best possible technical equipment and a grandstand that offers the best possible working conditions for media representatives. Instead of having to rush after product presentations, this concept brings the premieres to those who write, publish, photograph and/or film here. All this on a stage equipped with the best lighting, sound and presentation technology, the quality of which, if realised individually, would exceed today's budgets. Shared use, however, maximises efficiency and effectiveness.

The first implementation in November 2023 impressively demonstrated that this concept works. **165 accredited media representatives** came to experience a total of **22 product premieres**. Thanks to meticulous preparation and a highly professional production and technical team, the event ran smoothly despite the tight schedule.





Leistungsparameter

0-100km/h Beschleunigungszeit	Maximale Geschwindigkeit
4,7 s (Urban AWD)	180km/h
5,8 s (Urban & Performance)	
3,7 s (Urban)	

Batterie & WLTP Reichweite

Batterie	WLTP Reichweite
66kWh	415km (Urban AWD)
	435km (Urban)
	455km (Performance)





Auto Zürich New Car Sector

Auto Zürich was launched as a pure sales show. It has remained true to this concept throughout the 36 editions to date. None of the numerous calls for a change to a brand show with a correspondingly elaborate staging has ever been heeded. The bulk of the marketing tinsel has always been left to the events in Detroit, Geneva, Shanghai, Frankfurt and Munich.

This consistency has made Auto Zürich what it is today: still a pure sales show. With **63 brand presentations and more than 80 new products**, it is also one of the most successful events in the automotive industry. This diversity is one of the reasons for the ever-increasing number of visitors (a new record was set in 2023 with **62,068 tickets sold**). The consistent approach also pays off for the exhibitors: Since Auto Zürich was founded, the price per square metre has remained largely stable despite all the cost increases.

Change is anything but foreign to Auto Zürich. After all, the automotive industry is in the midst of a far-reaching transformation process, with alternative drive systems and digitalisation. Auto Zürich sees it as its duty towards exhibitors and visitors to reflect this process of change. In recent years, Auto Zürich has therefore repeatedly revised its exhibition concept in order to present the entire spectrum of drive types and suppliers on an equal footing.

With Zurich as its venue, the event has a catchment area that is characterised by particularly high purchasing power. Year after year, surveys clearly show that the show attracts visitors with an above-average propensity to buy.





SUZUKI

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KIA

Emil Frey

IGNIS

SUZUKI

BIKER
RENEE



The brand portfolio 2023

Abarth
ABT
Aiways
Alfa Romeo
Alpine
Aston Martin
Audi
Bentley
BMW
Brabus
Caterham
Citroën
CUPRA
Dacia
DS Automobiles
Ducati
Elaris
Ferrari
Fiat
Fisker
Ford

Genesis
Honda
Hyundai
JAC
Jaguar
Jeep
KGM
Kia
Königsegg
Lamborghini
Land Rover
Lexus
Maxus
Mercedes-Benz
Microlino
MINI
Mitsubishi
Morgan
Nissan
Opel
Pagani

Peugeot
Pininfarina
Polestar
Porsche
Renault
SEAT
Škoda
smart
Subaru
Suzuki
Suzuki Motorboot
Suzuki Motorrad
Techart
Tesla
Toyota
Valkyrie
Vanderhall
Volkswagen
Volkswagen Nutzfahrzeuge
Volvo
Voyah



Auto Zürich CLASSIC

Auto Zürich CLASSIC was integrated into Auto Zürich as a new module in 2019, and immediately established itself as **the best-attended classic car show in Switzerland**. The juxtaposition of two stages - one with the widest range of new car brands and the other with an exquisite selection of youngtimers and classic cars - represents a very special blend of automotive fascination.

The new car business is currently characterised by the arrival of electromobility in Switzerland. And yes, we too are constantly asking ourselves how these two worlds fit together. Most new cars today - regardless of the drive system - are safe and quiet and have advanced driving aids and assistance systems. For all the excitement that these innovations can generate, some people feel that they may not provide the experience that some passionate drivers are looking for.

Auto Zürich CLASSIC provides the perfect setting for this particular passion. **A stage that presents the automotive masterpieces of yesterday and the day before yesterday with the utmost respect and passion.** And at the same time looks to the future. Auto Zürich CLASSIC consistently integrates contemporary facets such as e-fuels, but also e-racing with „digital twins“ for races in the metaverse (where fuel consumption and accidents are virtual and result at most in virtual repair costs and a bruised ego).

A special feature of Auto Zürich CLASSIC are the brand-specific special shows. After Ferrari last year, Lamborghini was chosen in 2023 to celebrate its 60th anniversary in style.

Please note that there is a separate brochure for the Auto Zürich CLASSIC, which can also be downloaded as a digital pdf from our website.



NIKI HASLER AG

NIKI HASLER AG

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orghini Zürich



Auto Zürich

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Selected Automobilia
under 35 years & under 35'000.- CHF

Auto Zürich LOUNGE 7

Welcome to LOUNGE 7, the penthouse of Messe Zürich. In this area above Halls 1 - 6, visitors will find additional theme areas relating to cars and motorcycles, making Auto Zürich even more attractive and relevant.

The **Tuning & Accessories** area has been an integral part of Auto Zürich since its inception and covers the entire spectrum of performance enhancement, restyling and vehicle refinement. This reflects the fact that customisation continues to play an important role in car buying. Auto Zürich has become the largest tuning and accessories show in Switzerland. It therefore is an indispensable meeting place for all those who want to find out about the latest trends and products.

With its **motorsport** section, Auto Zürich remains a place that inspires genuine enthusiasm for cars in its visitors. This area has always been an integral part of the Auto Zürich concept and, with its very own fascination, helps visitors to experience these very special emotions. It also takes a look at current developments in powertrain diversity and alternative fuels, which could form a sustainable basis for the sporting showdown of the future.

The **motorcycle** sector has become increasingly important in recent years. As a result, Auto Zürich is now the most important meeting place for this industry in the greater Zurich area. Not only importers and dealers of the major brands are present, but also exhibitors of new brands that focus on electric drive as an alternative form of two-wheeled pleasure.

From 2024, **Auto Zürich U35** will add another new module to the show. The focus will be on **youngtimers priced under CHF 35,000** and **preferably no older than 35 years**. Models from the late 1980s onwards are particularly attractive: These are technically quite modern vehicles with appropriate safety equipment such as ABS, airbags or xenon headlights, predictable electronics and usually a solid supply of spare parts. This means that they can generally also be used as an everyday car without any restrictions.



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EXPERIENCE

Dein #1
Wir von
Service
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Kaff

ev experience

Electric vehicles are becoming more and more popular: Their share of new registrations in Switzerland was already around 27 per cent. The conditions for further growth are favourable: with a total of 14,830 public charging points, Switzerland has one of the densest charging networks in Europe. Nevertheless, many drivers are still unsure and/or cautious. There is often a desire for expert advice and comprehensive comparison options. Auto Zürich offers the right platform for this with the „ev experience“.

With this concept, we start where our retail partners reach their limits. Consumer expectations are comparatively high, especially when it comes to electric mobility. A combination of Apple Genius Bar, EV lifestyle advisors and green tax credit experts would be ideal. In other words, unlike with conventional vehicles (at least we don't expect the dealer to tell us about every petrol station between here and the next ski resort). An integral part of the „ev experience“ is therefore an **advice module** that answers questions that go far beyond the purely vehicle-related.

The highlight of the „ev-experience“, however, is the new experiences that can be gained from the **test drives** on offer. In November 2023, the largest ever fleet of 22 vehicles was available for this purpose and could be booked via the reservation system on our website. The resulting rush once again exceeded all expectations: Despite the massive increase in capacity, a number of slots were already fully booked before the start of the visitor days.





KIA Movement that inspires

KIA

AG-493 702

HYUNDAI
All-new KONA Electric

NISSAN
ARIYA

SOLAR
MANAGER

FIAT



Exclusive pre-opening

The exclusive Pre-Opening, which takes place on the eve of the first day of public access, has become a popular tradition at Auto Zürich. This event has established itself as a popular meeting place for the most important representatives of the sector.

More and more members of the board of directors of international car manufacturers are now part of our guest list. In addition, other selected personalities and representatives from the fields of mobility, media, politics, sport and culture always make these evenings something special. Every year, we create a platform for lively and valuable dialogue for our exhibitors and guests.

The lovingly and carefully prepared catering, which all guests can enjoy at specially set up stations in all halls, is also in keeping with the occasion. In addition, there will be live entertainment to add to the atmosphere.

The exclusive Pre-Opening not only offers plenty of opportunity for lively discussions and extensive networking, but also the chance to take a culinary stroll through all the exhibition areas, with unrestricted access to new products, treasures and favourites.

Plug & play - the hassle is ours

There is hardly any other motor show at which the architecture of the trade fair stands is as much the focus of attention as at Auto Zürich. Usually, it is the individual exhibitors who build and design their own stands within the framework of regulations. Visually, the result is usually a potpourri of styles. Above all, however, it always means a considerable amount of work for the exhibitors in terms of planning, co-ordination and implementation.

In Zurich, a different approach is deliberately taken: the „plug & play“ principle applies here. Exhibitors occupy fully prepared exhibition stands and only have to bring their exhibits to the exhibition halls in Zurich. And this at a basic price of CHF 110 per square metre, including disposal costs for new vehicles - regardless of all the innovations and improvements that are constantly being implemented.

The layout is standardised with a modular exhibition architecture developed specifically for the needs of Auto Zürich. The result is an interplay of design and technology that sets standards in terms of functionality, quality of experience and sustainability. This creates a unified presence for all brands, regardless of budget. And it does so at a high quality and very contemporary level.

For visitors, the result is a walk-through platform characterised by high clarity, intuitive communication and high quality of stay despite the variety of themes and offers.

Details on the exhibition architecture

The trade fair architecture at Auto Zürich places the exhibits particularly strongly in the visitors' field of perception. Wall elements made of black textile material conceal the appearance of the hall infrastructure. The dark background makes the vehicles stand out in a particularly striking way. The optimised lighting concept enables a selective lighting mood and directs the focus onto the exhibits.

Conserving resources and avoiding waste was also one of the clearly defined requirements. Every year, an estimated 600,000 tonnes of waste are produced in the event industry, which is still dominated by the linear economic principle of „take-make-waste“. This presented an opportunity not only to score points with an optimised cost-benefit ratio, but also to strengthen the environmental awareness of all those involved.

The exhibition stand construction elements used are comparatively solidly built, repairable and therefore specifically designed for longevity and reuse. In addition, around 19,000 m² of carpeting has been dispensed with. Instead, the vehicles now stand on the hall floor, which, in contrast to deep-pile carpets, largely corresponds to their natural habitat.

This concept was implemented for the third time with Auto Zürich 2023. We now reach around 97% of all exhibitors in the new car segment with this offer. And with the second reuse of all key elements, we have proven that the principle of sustainability and quality, to which we have committed ourselves together with our implementation partners, is a living reality at Auto Zürich.

Ceiling communication

Ceiling mounted communication provides visibility and orientation and also acts as a design element to add visual appeal.

This effect can be significantly enhanced by means of an optional additional package, thus improving the long-distance impact of the brand presence in question.



Standard equipment



Optional ceiling communication package

The multifunctional column



Multifunction column as an option in the basic configuration

The optional multifunctional column combine functionality with a filigree design that does not obstruct the view of exhibits from any visual axis.

This in-house development not only serves as an information carrier, but also ensures that the exhibits are supplied with power without interfering cable ducts.

In addition to the basic configuration shown here, the multifunctional column can also be extended with electronic information carriers thanks to its modular design.

The floor markings system

The optional floor markings are part of the visitor communication to visualise the different drive concepts.

Auto Zürich thus offers a comparatively efficient and effective orientation aid:

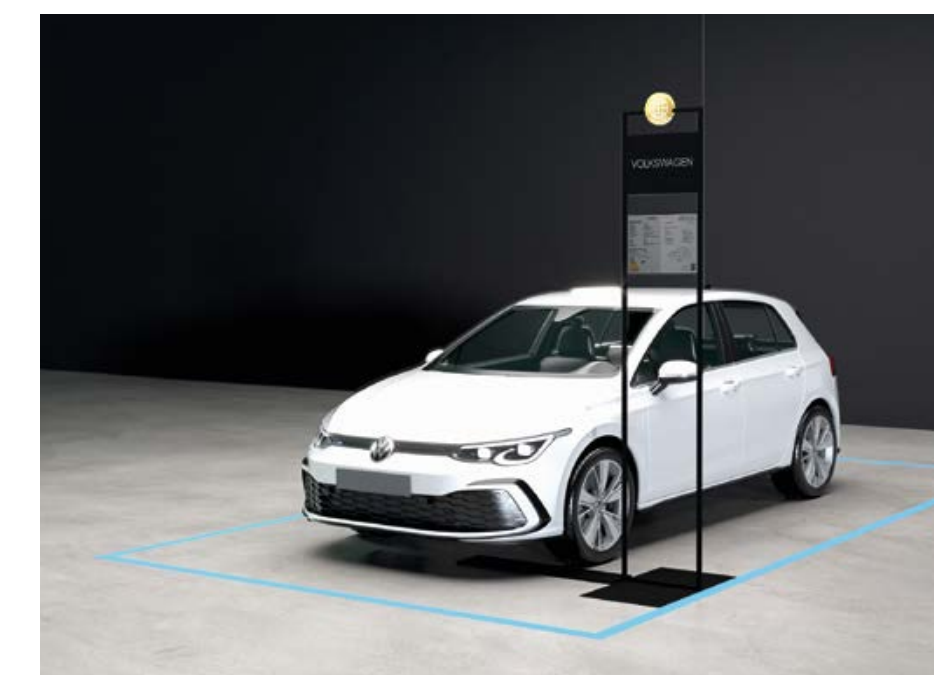
- Optional floor markings for use with conventional drive types
- Optional floor markings for use with electric drives
- Optional floor markings for use with hybrid drives



Optional floor markings for use with conventional drive types

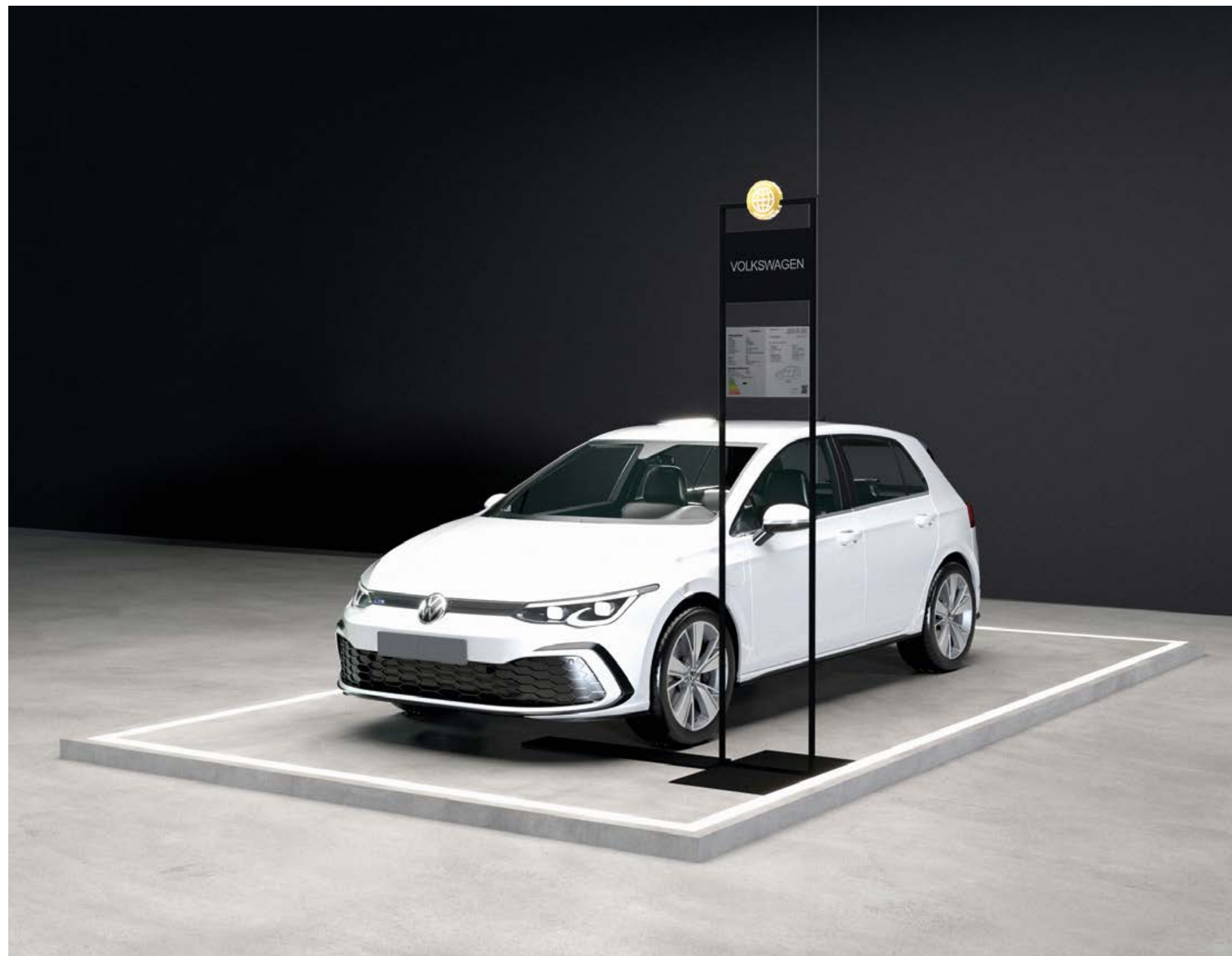


Optional floor markings for use with electric drives



Optional floor markings for use with hybrid drives

The customised solutions



Optional floor structure in platform configuration

Of course, the stand design also takes into account the wishes of many exhibitors to highlight individual exhibits with platforms and similar special structures.

If you have any specific needs or requirements, we are always happy to help with your individual planning.

The counter modules

A counter with back wall and logo placement (print) in the respective hall zone is included in the basic stand equipment.



Standard equipment

Optionally available modules can be used to improve the long-distance effect with monitors. This allows even larger communication areas to be created.



Optional counter module I



Optional counter module II

The meeting modules



Standard equipment

Of course, a meeting set is also part of the standard equipment of the stand.



Optional meeting module I



Optional meeting module II

For even more discretion and convenience when meeting with clients and prospects, optional Meeting Modules I & II are available.

The lighting design

The basic stand price automatically includes standard lighting for the exhibits. This is provided by modern LED floodlights and covers the entire exhibition area.

Additional lighting packages are available to provide even higher quality daylight quality spot lighting, allowing exhibits to be individually illuminated for even greater impact.



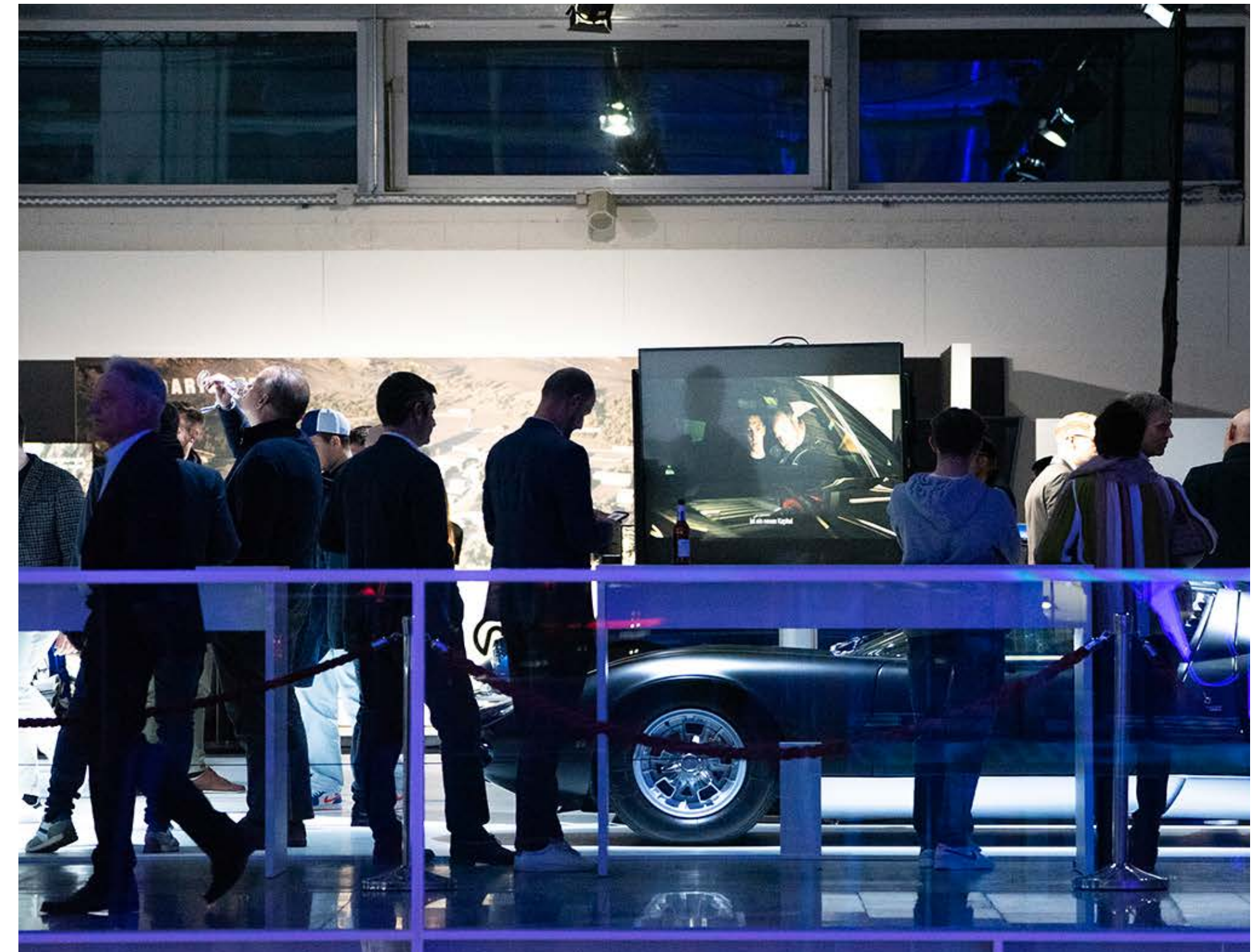
Registration

We would be delighted to be able to welcome you as an exhibitor at Auto Zürich 2024.

Application forms for a successful exhibition can be found at

[auto-zuerich.ch/anmeldung](https://www.auto-zuerich.ch/anmeldung)

as a pdf file to be downloaded and filled in on your computer.



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