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Auto Zürich 2025: 30 October bis 02 November at Messe Zürich

## Auto Zürich 2025: The auto show with the greatest variety of brands is currently under development in Switzerland

Digitalization, electrification, and new forms of distribution are currently revolutionizing and transforming the automotive industry. Auto Zürich has been accompanying this change for many years as an efficient and multifaceted exhibition platform. Its “plug-and-play principle” guarantees exhibitors an attractive appearance and presents the entire spectrum of suppliers and drive technologies.

For the 38th edition, which will take place from October 30 to November 2, 2025, further significant developments and innovations will ensure an even more comprehensive portfolio and a significant increase in quality and experience for both exhibitors and visitors:

- The 38th Auto Zürich will feature a record number of **around 70 brands**. This puts it far ahead of even major international motor shows.
- For the fifth consecutive year, Switzerland's largest automotive event of the year records an increase in exhibitors. Auto Zürich 2025 is the automotive event with the **greatest variety of brands** in Europe.
- The new **strategic partnership with Broad Arrow** will put Auto Zürich even more firmly in the spotlight for international buyers and enthusiasts of rare automotive gems from the past and present
- EV EXPERIENCE @ Auto Zürich is massively expanding its range of test drives: in 2025, accompanied **test drives with 45 models** from various brands will start on the forecourt of the main entrance to the exhibition center.
- **Auto Zürich MOTO** will appear as a newly consolidated module in 2025 and offer visitors **free admission**.
- For the third consecutive year, **Auto Zürich MEDIA DAY** will take place on **October 29**. With this event, the show offers exhibitors and media representatives a contemporary premiere platform for numerous new products. You will receive a separate invitation with the agenda from us in due course.