

## Media release dated Sept. 9, 2025

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

# Auto Zürich 2025: Invitation to MEDIA DAY on 29 October from 8 a.m. at Messe Zürich

- The 38th Auto Zürich will feature a record number of nearly 70 brands. This puts it far ahead of many other international motor shows.
- For the fifth consecutive year, Switzerland's largest automotive event of the year has seen an increase in exhibitors. Auto Zurich 2025 is the motor show with the greatest variety of brands in Europe.
- The innovative Auto Zurich MEDIA DAY is taking place for the third time in a row. The event offers exhibitors and media representatives a contemporary platform for premiering numerous new products.

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 multifaceted exhibition platform. Its 'plug-and-play principle' guarantees exhibitors an attractive presentation and showcases the entire spectrum of manufacturers and powertrain types. For the 38th edition, which will take place from 30 October to 2 November 2025 at Messe Zürich, it is now taking the next step.

## Auto Zürich MEDIA DAY

The growing number of national and international model premieres at Auto Zurich is increasingly bringing this event to the attention of the media. With Auto Zurich MEDIA DAY on 29 October, it is offering exhibiting brands an innovative media platform even before the show opens.

The central element is the Auto Zurich MEDIA STAGE. It offers a drivable infrastructure that is optimally designed for showcasing brands and products. Exhibitors can present their innovations and topics in timed slots, while media representatives enjoy the best working conditions on a platform tailored to their needs.

According to the latest planning, the brands listed on the following page will be represented on the premiere stage at Auto Zürich MEDIA DAY.

Alpine	Honda	Maserati	Polestar
Audi	Hyundai	Mazda	Renault
BMW	Jaguar	MG	SEAT
Citroën	Jeep	MTM	Suzuki
DENZA	Leapmotor	Nissan	Volkswagen
Genesis	Lucid	Opel	Zeekr

As changes and additions may still occur in the coming weeks, we will publish another press release with specific information about the premieres immediately before the event.

### **Exhibition halls completely booked**

Auto Zürich remains true to its roots: in 2025, it will continue to rely on the commitment of dealerships, enabling them to showcase their products in the best possible light. This approach has proven successful: the exhibition space for Auto Zürich 2025 has been completely sold out since June. Auto Zürich will thus not only be the largest live event for automobiles in Switzerland once again, but also the motor show with the greatest variety of brands in Europe.

With around 70 automotive brands, the 2025 exhibition will present the most comprehensive brand portfolio since its inception 39 years ago. This demonstrates that exhibitions that fulfil the needs of exhibitors and audiences still retain their relevance in the digital age.

### **Small series in the high-end segment, classics and electric cars in focus**

Lovers of exquisite small series from the top segment and high-quality classics can once again look forward to the MANUFAKTUR & CLASSIC theme in Hall 6. This mix of the best in contemporary and classic motoring is complemented by the new strategic alliance with Broad Arrow, which will hold its first Zurich Auction at the Dolder Grand Hotel on 1 November.

Auto Zürich is also expanding the concept of the 'EV EXPERIENCE'. In 2025, accompanied test drives with 45 models from different brands will start on the open space in front of the main entrance to the exhibition centre. In addition to test drives, the 'EV EXPERIENCE' offers a cross-brand advice centre in cooperation with Avia Volt. The 'EV EXPERIENCE' sees itself as a platform for the simplest and most comprehensive approach to electric mobility possible.

**Media representatives can now register for the Auto Zürich MEDIA DAY and for free admission on visitor days in the press menu on the Auto Zürich website (auto-zuerich.ch).**

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