

Auto Zürich

Edition 2026



5 to 8 November 2026
Messe Zürich

Sponsors & Media Partner

We would like to take this opportunity to thank our **sponsors** and **media partners**

Presenting Partner:





AUTO ZÜRICH

Karl Bieri
Präsident Auto Zürich



Preamble

As regular readers of our brochures will know, I usually write a short review of the latest Auto Zürich motor show. Once again, I am pleased to present my review of the 2025 edition. With 68,053 tickets sold, Auto Zürich 2025 set another consecutive visitor record. Featuring 70 brand appearances and over 80 premieres and innovations, the show seamlessly continued the excellent performance of previous years.

To adequately showcase the ever-growing portfolio of new car brands, an additional hall was added to the new car area in 2025. Auto Zurich invested heavily in adapting its specially developed plug-and-play architecture to create a stage for numerous additional exhibitors on the top floor of the Zurich Exhibition Centre, known as the PENTHOUSE. Visitors therefore also had the opportunity to familiarise themselves with some of the new car brands that are currently introducing greater diversity to the Swiss automotive market.

Another new development is the partnership with Broad Arrow, one of the most successful auction houses, which is fully committed to trading in the most legendary and sought-after cars on the global collectors' market. The first Zurich Auction was an immediate success, with 87 per cent of all lots sold. It was a great honour for Auto Zürich to be a partner of this event.

Karl Bieri, President of Auto Zürich



MAZDA

ASTOR

YEAR
WARRANTY

E-Race

CLE

Dates for 2026

Auto Zürich MEDIA DAY

4 November 2026

Exclusive Pre-opening

4 November 2026

Visitor Days

5 - 8 November 2026

Messe Zürich
Wallisellenstrasse 49
8050 Zürich



One Show - 6 Modules

Auto Zürich MEDIA DAY

Offers maximum efficiency and effectiveness for exhibitors and media representatives with the Auto Zürich MEDIA STAGE (**Pages 10 - 13**).

Auto Zürich New Car Section

With 70 brand presentations and over 80 new products, it is one of the most successful automotive sales exhibitions (**Pages 14 - 19**).

Auto Zürich MANUFAKTUR & CLASSIC

A re-arranged interplay of top products from the present and from the past (**Pages 20 - 21**).

Auto Zürich HOT WHEELS

This module at Auto Zürich is dedicated to tuning and accessories, as well as the themes of motorsport and youngtimers (**Pages 22 - 23**).

Auto Zürich MOTO

A welcome addition to the Auto Zürich exhibition programme, which has grown massively in importance thanks to high-profile motorcycle exhibitors (**Pages 24 - 25**).

Auto Zürich EV EXPERIENCE

The cross-brand consultancy and test-drive module for all aspects of electric mobility (**Pages 26 - 29**).



The Auto Zürich MEDIA DAY

With the ever-growing importance of Auto Zürich and the current lack of alternatives, the call for a dedicated press day became 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**. Instead of simply copying existing concepts, 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 the norm in the industry to date 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 rises on the **Auto Zürich MEDIA STAGE** concept, a central infrastructure consisting of a stage with optimal technical equipment and a grandstand that offers media representatives optimal working conditions. Instead of having to rush after product presentations, this concept brings the premieres to those who write, publish, photograph and/or film here. And all this on a stage 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 third event in **October 2025** once again impressively demonstrated that this concept works. **400 accredited media representatives** attended to experience a total of **27 product premieres**. Thanks to meticulous preparation and a highly professional production and technical team, the event ran smoothly and without a hitch despite the tight schedule.





BMW iX3

iX350

New Volkswagen T-Roc



5

ENTDECKUNGSREISE

amag

Jetzt am Wettbewerb teilnehmen und tolle Preise gewinnen



The Auto Zürich New Car Section

Auto Zürich was launched as a pure sales fair. It has remained true to this concept throughout the 38 editions to date. None of the many calls for the fair to become a brand show with a more 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. But with **70 brand presentations** and **more than 80 new products**, it is also one of the most successful automotive events. This diversity is one of the reasons for the ever-increasing number of visitors (a new record was set in 2025 with **68,053** tickets sold). The consistent approach also pays off for exhibitors: Since Auto Zürich was founded, the price per square metre has remained largely stable despite all the cost increases.

Change is anything but an alien concept 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.

The event's location in Zurich provides it with a catchment area that is characterised by particularly high purchasing power, and surveys conducted year after year clearly show that the show attracts visitors with an above-average propensity to buy.



Jeep



Jeep

Jeep

COMPASS



SUZUKI

SUZUKI

SUZUKI

4

SUZUKI

SUZUKI

SWIFT



The 2025 brand portfolio

Abarth	Hyundai	Nissan
Alfa Romeo	JAC	Opel
Alpine	Jeep	Peugeot
Aston Martin	KGM	Pininfarina
Audi	Kia	Polestar
Bentley	Koenigsegg	Porsche
BMW	Leapmotor	Range Rover
BYD	Lexus	Renault
Cadillac	Lotus	SEAT
Citroën	Lucid	Singer Vehicle Design
CUPRA	Lynk & Co	Škoda
Dacia	Maserati	smart
Defender	Maxus	Subaru
DENZA	Mazda	Suzuki
Discovery	Mercedes-Benz	Tesla
Dongfeng	MG	Toyota
DS Automobiles	MHERO	Volkswagen
Ferrari	Microlino	Volkswagen Nutzfahrzeuge
FIAT	MINI	Volvo
Ford	Mitsubishi	Voyah
Genesis	Mobilize	XPENG
Honda	MTM	Zeekr



Auto Zürich MANUFAKTUR & CLASSIC

Auto Zürich CLASSIC was integrated into Auto Zürich as a new module in 2019 and immediately established itself as Switzerland's most popular classic car show. In 2024, this area was expanded to include an exciting new facet and now also features new vehicles from the premium segment, which are brought to life by exclusive manufacturers in small series.

The **MANUFAKTUR & CLASSIC** area thus represents an exquisite juxtaposition of two stages: one presents a comprehensive spectrum of the world's most exclusive automobile manufacturers, while the other showcases a select range of rare and correspondingly valuable classics. This combination represents a very special blend of automotive fascination.

This section also establishes Auto Zurich as a marketplace for buyers seeking the highest level of quality and individuality. The quality and diversity of this section have been further enhanced in 2025 through the partnership with **Broad Arrow**.

This collaboration also laid the foundation for the first **Zurich Auction**, which enjoyed an extremely successful debut thanks to an impressive catalogue featuring some of the most legendary and sought-after cars on today's international collector car market: registered bidders from 24 countries generated total sales of over 22 million Swiss francs and a sales rate of 87 per cent of all lots.

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



Auto Zürich HOT WHEELS

This abbreviation stands for another very successful part of Auto Zürich, which has been established since the beginning and is dedicated to accessories, tuning & motorsport as well as the relatively new area of youngtimer.

Tuning & Accessories 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 has become 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.

This area also focuses on the so-called **Youngtimer**, which are 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 are generally suitable for everyday use.



TIGER
SPORT

TIGER

TRIUMPH
ZÜRICH-NORD
91



Auto Zürich MOTO

Anyone travelling to Switzerland by motorbike will realise as soon as they cross the border why this country is one of the top destinations for international tourists: Switzerland is a picture book country. The panoramas that Switzerland throws at the visitor's retina could not be more beautiful, even with the help of sophisticated AI programmes.

These are ideal conditions for all the Swiss who regularly travel on motorised single-track vehicles. It's no wonder that motorcycles are becoming more and more popular. Even the sober registration statistics cannot hide this trend: The total number of motorcycles in Switzerland broke through the 800,000 mark in 2024, reaching around 805,038 motorcycles and scooters according to figures from motosuisse, which is a record.

Motorcycles have always been a welcome addition to the Auto Zürich exhibition programme. All the more so as many of the regular car exhibitors are closely associated with one or other of the two-wheeler brands.

Thanks to a number of very well-known exhibitors, this section of Auto Zürich has now become much more important and can be described as one of the most important meeting places for the motorcycle industry in Switzerland.

This development is reflected at Auto Zürich by steadily growing demand from exhibitors in this sector. As a result, the motorcycle module has not only been given significantly more space at Auto Zürich 2025, but has also been moved to its own dedicated area. This newly consolidated area is directly connected to the foyer of Messe Zürich. To this end, substantial investments have been made in the further development of a modular stand construction concept that is specifically tailored to the needs of exhibitors in the two-wheeler sector.



Auto Zürich EV EXPERIENCE

Electric vehicles are becoming more and more popular: In the first half of 2025, their share of new registrations in Switzerland was already around 35 per cent. The conditions for a further increase are favourable: with more than 14,000 public charging points for electric cars at a total of over 16,000 locations (as of September 2025), Switzerland has one of the densest charging networks in Europe. However, many drivers are still unsure and/or cautious. There is often a desire for expert advice and comprehensive comparison options. Auto Zürich's 'EV EXPERIENCE' provides the right platform for this.

With this concept, we start where our partners in the trade 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** designed to answer questions that go far beyond purely vehicle-related issues.

The highlight of the 'EV EXPERIENCE', however, is the new experiences offered by the **test drives**, for which the largest ever **fleet of 46 vehicles** was available in November 2025 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.





**AUTO
ZÜRICH**

EXKLUSIVE VORERÖFFNUNG
Herzlich willkommen

The 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 become a popular meeting place for the most important representatives of the industry.

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 make these evenings something very special. Each year we create a new platform for lively and valuable dialogue between 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.

As well as providing ample opportunity for lively discussions and extensive networking, the Exclusive Pre-Opening also offers the chance to take a culinary stroll through all the exhibition areas, with unrestricted access to new products, treasured and favourite objects.



The performance data

Auto Zürich 2025

Number of visitors: 68,053
Number of new car brands: 70
Number of premieres and novelties: >80

MEDIA DAY

Number of slots: 26
Number of premieres: 27
Number of accreditations: 400

EV EXPERIENCE

Number of vehicles: 46
Number of test drives: 2,390

Special events in cooperation with Ringier

Venue: Blick Café
Media reach: 7,8 Mio. Impressions

Auto Zürich Webseite

Measurement period: 10.10. - 04.11.2025
Sessions: 199,638
User: 156,062

Auto Zürich Newsletter

Number of editions: 11
Total number of mailings: 104,060
Open rate: 27,1%

Auto Zürich Influencer Campaign

Measurement period: 28.10. - 10.11.2025
Number of Impressions: 861,465

Auto Zürich Instagram

Measurement period : 17.08. - 17.11.2025
Number of views: 899,694
Number of posts: 809

Plug & Play - we take care of the hassle for you

There is hardly any other motor show where the architecture of the stand is as important as at Auto Zürich. As a rule, it is the individual exhibitors who build and design their own stands within the framework of the regulations. Visually, the result is usually a potpourri. Above all, however, it always means a considerable amount of planning, coordination and implementation work for the exhibitors.

In Zurich, a different approach is deliberately taken: the 'plug & play' principle applies here. Exhibitors occupy fully prepared exhibition stands and therefore only bear the costs of transporting 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 an equal presence for all brands, regardless of budget. At a high quality and very contemporary level.

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

Details of the Exhibition Architecture

The architecture of the Auto Zurich exhibition centre places the exhibits at the centre of the visitors' attention. Wall elements made of black textile material conceal the visual profile of the hall infrastructure. The dark background makes the vehicles stand out. The optimised lighting concept allows for selective lighting and directs the focus to the exhibits.

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

The stand construction elements used are comparatively solid, repairable and therefore specifically designed for longevity and reuse. In addition, around 19,000 m² of carpet has been dispensed with. Instead, the vehicles now stand on the hall floor, which, unlike deep-pile carpets, is more like their natural habitat.

This is the fifth time this concept has been used at Auto Zürich 2025. We now reach around 97 per cent of all exhibitors in the new car segment with this offer. And by reusing all the key elements for the third time, 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.

Overhead Communication



Overhead communication ensures visibility and orientation and also serves as a design element for visual enhancement.

This effect can be further enhanced with an optional package that enhances the long-distance impact of the brand presentation.

The illustration shows the optional add-on package for overhead communication.

The Multifunctional Information Column

The optional columns combine functionality with a filigree design that does not obstruct the view of the 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 disturbing cable ducts.

In addition to the basic configuration shown here, the column's modular design allows it to be expanded to include electronic information carriers.

The illustration shows the optional column in the basic configuration.



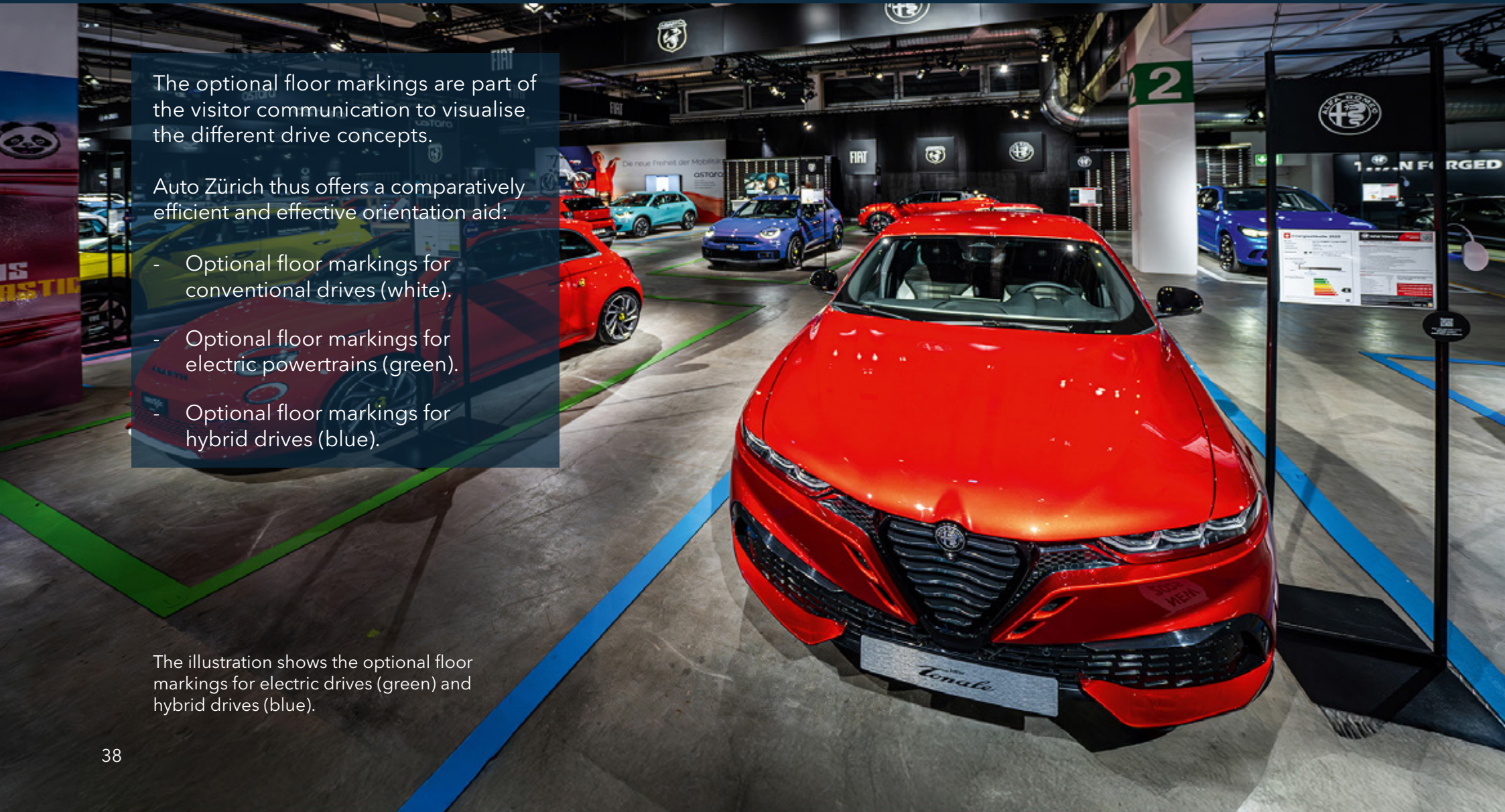
The Floor Markings

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 conventional drives (white).
- Optional floor markings for electric powertrains (green).
- Optional floor markings for hybrid drives (blue).

The illustration shows the optional floor markings for electric drives (green) and hybrid drives (blue).



The Customised Structures



Of course, the construction concept also takes into account the wishes of many exhibitors to accentuate individual exhibits with platforms and similar special constructions.

If you have any special requests or requirements, please do not hesitate to contact us.

The illustration shows an optional floor structure in the form of a platform.

The Counter Modules



Basic stand equipment includes a counter with back wall and logo placement (print) in the respective hall zone.

Optional modules are available to enhance the long-range effect with the use of monitors and to create even larger areas of communication.

The illustration shows the counter module with monitor as optional additional equipment.

The Meeting Modules

The basic configuration of the stand includes a meeting set consisting of a standing table and two stools.

Optional meeting modules are available for even greater convenience when talking to customers.

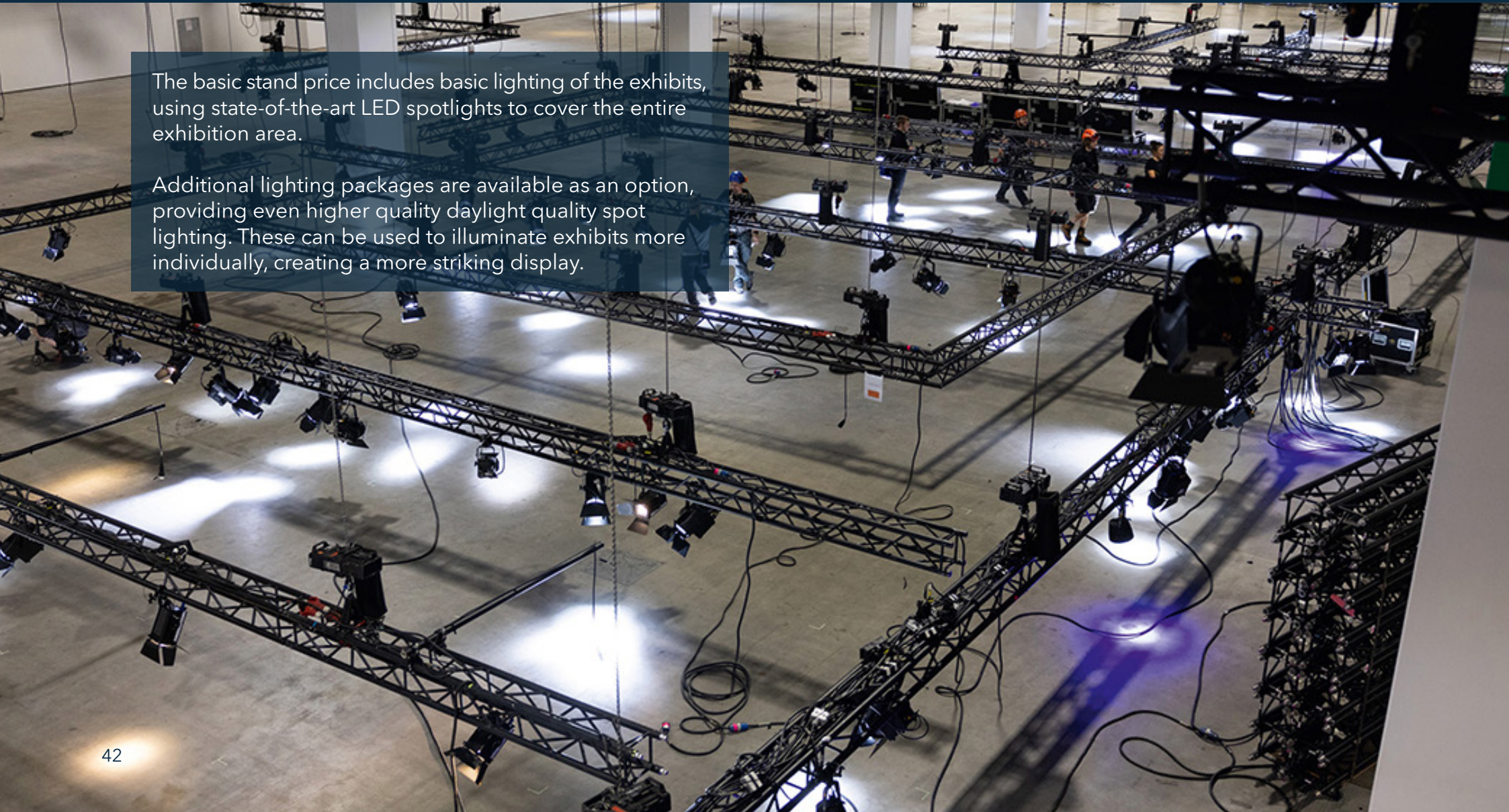
The illustration shows both bar tables and stools from the basic range as well as an optional meeting module.



The Lighting Concept

The basic stand price includes basic lighting of the exhibits, using state-of-the-art LED spotlights to cover the entire exhibition area.

Additional lighting packages are available as an option, providing even higher quality daylight quality spot lighting. These can be used to illuminate exhibits more individually, creating a more striking display.



Registration

We would be delighted to welcome you as an exhibitor at Auto Zürich 2026.

The forms for a successful trade fair appearance can be found at

[auto-zuerich.ch/en/exhibitor/documents](https://www.auto-zuerich.ch/en/exhibitor/documents)

LINK TO REGISTRATION

as a pdf file to download and complete on your computer.



Further information can also
be found on our website
www.auto-zuerich.ch

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