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Auto Zürich 2023: 07 to 10 November 2024 at the Messe Zürich

Auto Zürich 2024 finishes with record attendance

- Ent Enthusiastic exhibitors and visitors and, with exactly 64,619 tickets sold, the biggest audience since the beginning - this is the outstanding result of Auto Zürich 2024.
- 70 brand presentations with over 80 new products is an absolute record in the 38-year history of the show. In terms of the number of brands represented, Auto Zürich is one of the most diverse motor shows of its kind.
- The Auto Zurich MEDIA DAY was once again a huge success: around 200 accredited media representatives attended and covered a total of 24 product premieres.
- The EV EXPERIENCE' once again met with an unexpectedly strong response from exhibitors and visitors. Around 1,650 test drives were conducted with 31 different electric vehicles. This represents an increase of 30% compared to 2023.

In terms of visitor and exhibitor sentiment, Auto Zürich is very much in contrast to the general trend towards the decline of the motor show format. Contrary to such prophecies, the 37th Auto Zürich has also gained massively in substance and popularity. And this is for the third time in a row.

Karl Bieri, President of Auto Zürich, sees this success as a strong signal for importers and dealers in Switzerland: "This year's Auto Zürich 2024 was a great success and a trailblazer for the mobility behaviour of the Swiss. The enthusiastic and fascinated visitors are impressive proof of people's great interest in the mobility of the future - and reflect the conviction that the sustainable and digital car will play a central role in this".

Ines Nägeli, Managing Director of Auto Zürich, interprets the numerous product premieres as a strong signal for new beginnings: "Here in Zurich, the automotive industry has demonstrated the will and innovative strength needed to turn the transformation into a joint success story."

The next Auto Zürich will be held at Messe Zürich from 30 October to 02 November 2025.

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