

Auto Zürich 2023: 01 to 05 November 2023 at Messe Zürich

Auto Zürich MEDIA DAY 2023 Program

From 09:00	Registration of participants at the Press Office (in front of the access barriers on the left) and issue of access badges
From 09:30	Coffee and croissants at the entrance to Hall 1 (access through Hall 1 to the delivery zone)
From 10:00	Start of the programme on the MEDIA STAGE in Hall 1 16 manufacturers will present their autumn highlights on the drivable stage - including 11 Swiss premieres and 2 European premieres. Presented by: Rainer-Maria Salzgeber
From 12:45	Lunch in the exhibition restaurant Azzurro
From 14:00	Individual tour of all 7 halls Access to around 60 car brands with a total of 39 Swiss and 4 European premieres
From 14:00	Interview opportunities with Auto-Zürich Managing Director Ines Nägeli and Auto-Zürich President Karl Bieri (please register in advance)
From 14:00	Interview opportunities with the new President of Auto-Switzerland, Peter Grünenfelder, in conference room K5 (please register in advance)
Throughout the Day	The media room K3 (3rd floor) is available to media representatives for reporting purposes.
From 18:00	Start of the exclusive pre-opening ceremony
22:30	End of the event