

Auto Zürich 2026:
Invitation to the MEDIA DAY on 4 November at Messe Zürich



ZÜRICH, 6 October 2026 – The 39th Auto Zürich is reporting a new record: more than 70 car brands will be exhibiting at Messe Zürich from 5 to 8 November 2026. The day before, on 4 November, the show opens exclusively to the media: at the Auto Zürich MEDIA DAY, numerous new models will celebrate their premiere on the MEDIA STAGE from 9:00 am.

- Record participation: more than 70 brands with over 100 new models and premieres make Auto Zürich the motor show with the greatest diversity of brands in Europe. Exhibition space has been sold out since June.
- Continuous growth: for the sixth year running, Switzerland's largest automotive event has recorded an increase in exhibitors and brands.

Premieres on the MEDIA STAGE

The centrepiece of the MEDIA DAY is the drive-on MEDIA STAGE in Hall 6. In scheduled slots, exhibitors will present their national and international debuts, while journalists follow the premieres from a dedicated media stand. According to current planning, the following brands will take part:

Bentley • Cadillac • DENZA • Fiat • Geely • Hyundai • JAC • Jeep • Leapmotor • Lucid • Lynk & Co • Maserati • Mazda • Polestar • Range Rover • smart • XPENG • Zeekr

The programme closes on an emotional high with an appearance by strategic partner Broad Arrow. Further details on the premieres will follow shortly before the MEDIA DAY.

More than a premiere stage

- All premieres in one place: instead of attending numerous individual events, journalists can experience the premieres on the MEDIA STAGE and the new models of all 70-plus brands in the halls in a single day – live and first-hand.
- Spokespeople on site: after the presentations, brand representatives will be available for interviews and statements.
- The halls before the crowds: on the MEDIA DAY, the halls belong to the media. Vehicles and stands of all 70-plus brands can be photographed and filmed at leisure before visitors arrive the following day.

- A Swiss market in transition: nowhere else in Switzerland can the industry's transformation be observed so tangibly – from established manufacturers and new brands from China to exclusive small-series models and classics.
- Professional working conditions: a media stand at the MEDIA STAGE, a press room, a catered break and a shared lunch ensure efficient working and networking.

Accreditation

Journalists can now apply for accreditation for the MEDIA DAY and for free admission on the public days via the press section at auto-zuerich.ch. Applications are reviewed against defined criteria; early registration is recommended. Once approved, a personalised press ticket will be sent automatically by e-mail. Press check-in on 4 November opens at 8:00 am in the foyer of Messe Zürich.

About Auto Zürich:

With more than 70 brands and over 60,000 visitors, Auto Zürich is Switzerland's largest motor show. Held every November at Messe Zürich, it offers a comprehensive overview of the automotive market – from new cars with every type of powertrain and the MANUFAKTUR & CLASSIC area to the EV EXPERIENCE with accompanied test drives. The presenting partner is carmarket.ch.

Media contact:

Auto Zürich AG
Ines Nägeli, Geschäftsführerin
ines.naegeli@auto-zuerich.ch
www.auto-zuerich.ch

Presenting Partner:

