



## PRESS RELEASE

**High Public Interest for the First Brussels Auto Show Next Week at Brussels Expo With already 80,000 tickets sold, Saturday is almost sold out.**

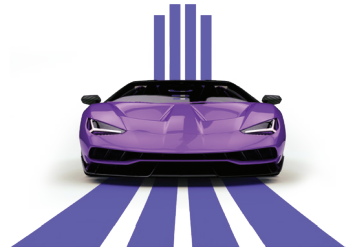
After months of preparation, the first edition of the Brussels Auto Show will kick off next Wednesday. In Palaces 5, 6, 7, 8, 9, and the Patio, BAS will focus on the passion for cars for five days, with a spotlight on the future of mobility through conferences and exhibitors centered around zero-emission. There will be various shows and presentations on the Catwalk, an elevated stage where special guests and the most impressive creations in the world of supercars, hypercars, and some premieres will be presented. Since the announcement, there has been considerable public interest; currently, 80,000 tickets have already been sold, and Saturday is almost sold out. Visitors planning to attend the event over the weekend are advised not to rely on purchasing tickets at the door.

During the week, there are still plenty of spots available, and on-site sales will also be possible. While the traditional Auto Show at Brussels Expo in January used to focus on a wide range of new cars from importers, BAS primarily revolves around the passion for cars with a significant nod to the future of mobility.

Nevertheless, several premieres will be showcased, such as a booth from Fisker (featuring test rides with the Ocean), MG presenting the Cyberster on the Catwalk, and the latest models from Cadillac, Corvette, Dodge, and RAM at the AEC and AEC SV booth (also visible on the Catwalk). In Palace 5, an example of the Car of the Year finalists will be on display, including the Peugeot E-3008, Volvo EX30, BYD Seal, and KIA EV-9 (the winner will be announced during the upcoming Geneva Auto Salon). In Hall 7, visitors can admire new models from various truck brands, such as Iveco S-Way, Ford F-max, DAF XG+. On the motor front, The Pack's booth will showcase about ten EV motorcycles from brands like Kawasaki, Energica, Silence, Trevor, and Zero Motorcycles will present its range in Hall 6. KTM will exhibit a KTM 1390 Super Duke in Palace 5, alongside the special supercar KTM X-BOW GT-XR, and the impressive F22 from Donkervoort will be on display.

### **Hundreds of Show Vehicles**

Furthermore, hundreds of showcars, trucks, and motorcycles will be on display, ranging from classic to sporty and modified. Additionally, dozens of exhibitors will offer accessories, car care products, automobilia, charging stations, and more. There will also be a Lowrider Arena featuring a BMX/Trial show by the renowned Kenny Belaey, and the Catwalk will showcase the most beautiful supercars and hypercars like Pagani and Bugatti every day, along with



special guests like Enzo Knol (Saturday), POG (every day except Saturday), and Shmee150 (Friday and Sunday).

### **Zero-emission**

Sustainability and zero-emission are also crucial elements at BAS. Explore sustainable motorsports from Inmotion, Forze, Electric Superbikes with new drive technologies such as hydrogen. Participate in the Charging Infrastructure Congress on Thursday, January 18, and as indicated, there will be a strong focus on new EV motorcycles, sustainable trucks, and the booth of Urban Mobility Services from Oss (NL) offering various zero-emission solutions, including sustainable construction. On January 17, preceding the opening of the fair, the Automobility Conference will take place, organized by McKinsey, Fleet TV, VUB, SBD, and CA Autobank in the BAS Theater, featuring compelling speakers and topics on the automotive industry and innovation.

**Ronald van den Broek**, the initiator of BAS, is pleased with the significant interest in this first edition: "When we started this new concept in June, we couldn't have known that a new auto show would stir up so much in the Belgian automotive landscape. As a Dutch organizer, we are unknown in Belgium despite our Supercar Madness events that we have been organizing for several years at Circuit Zolder. And with our initiative, we surprised the industry, also with the new concept that we still believe can combine an eventful concept with more entertainment, in perfect harmony with the objectives of the automotive industry: stimulate the sales of new (electric) cars. The general public needs time to transition to future mobility, and you can best bridge that gap by combining car passion with new mobility, rather than the more trade show-oriented mobility fairs currently taking place in Germany and Japan. Even the Geneva Auto Salon at the end of February is changing its course, as established European brands are also not participating. For Belgium, I see a great opportunity from 2025 in Brussels to show that passion and mobility can coexist, even must coexist to reach the general public. With the first BAS, we see that a large part of the visitors (40%) are going to the Heyzel palaces for the first time."



**Opening Hours:**

- Wednesday, January 17, 2024: 5:00 PM - 10:00 PM
- Thursday, January 18, 2024: 12:00 PM - 10:00 PM
- Friday, January 19, 2024: 12:00 PM - 10:00 PM
- Saturday, January 20, 2024: 10:00 AM - 6:00 PM
- Sunday, January 21, 2024: 10:00 AM - 6:00 PM

Tickets are available for purchase at [www.brusselsautoshow.com](http://www.brusselsautoshow.com). The earlier you buy, the cheaper the ticket. Special discounts are available for students, children, disabled individuals, and seniors.

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