



## PRESS RELEASE

**The Brussels Auto Show focuses on the spectacle, experience, and numerous exceptional cars and motorcycles on the Catwalk; also emphasizing sustainability.**

*Significant public interest, with the organization expecting over 100,000 visitors.*

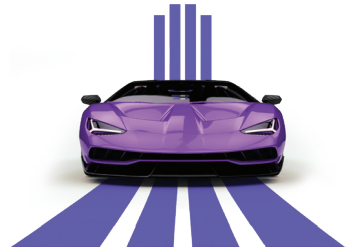
Brussels - 15/12/2023 - The first edition of the Brussels Auto Show (BAS) is garnering considerable attention thanks to its fresh approach, featuring a mix of entertainment, stunning cars, motorcycles, and even trucks. BAS also highlights sustainability and future mobility. With the introduction of the new series of Brussels Auto Show editions, where the organization commits to four annual editions starting from January, Belgian car enthusiasts are assured of a car fair in the coming years. While Brussels Expo has been characterized over the past decades by a sales fair every two years with the presence of most manufacturers, and the intervening years dedicated to commercial vehicles, the Brussels Auto Show is changing the game. In the realm of cars, motorcycles, and trucks, various new models will be showcased, but this represents only a part of the fair. Most of the exhibition revolves around movie cars, supercars, hypercars, unique classics, fast motorsport vehicles, modified vehicles from private collections, museums, or private owners eager to showcase their pride on two, four, or more wheels to the entire car-loving audience.

### THE IMPRESSIVE CATWALK

A striking eyecatcher never seen before in Belgium is the 90-meter-long and 150 cm high Car Catwalk in the characteristic Palace 5, where these vehicles parade as in a real fashion show. The organization has previously organized this Catwalk at shows in Jaarbeurs (2022 - World of Cars with 50,000 visitors), Amsterdam RAI (2019 - Amsterdam Motor Show with 60,000 visitors), and most recently in Rotterdam Ahoy (2023 - 100% Auto Live with 40,000 visitors). The Car Catwalk will be further refined for BAS to become a spectacular foundation for the Brussels Auto Show, where thousands of car enthusiasts can marvel at the beauty.

### TRANSITION

The new setup of BAS aligns perfectly with the transition in which the automotive industry finds itself. While governments and manufacturers strongly promote electric driving, the general public and business drivers in Belgium are often not yet ready. Mobility fairs do not resonate with the public, and it is not timely to pay for a car show where mainly electric vehicles are on display. Auto shows where emotion takes center stage are gaining ground rapidly, and the youth more than ever wants to enjoy cars and the freedom that automobility brings. While the phenomenon of the 'national car show' disappears worldwide, and old salons are transformed into mobility events for the more business-oriented visitor, contact with the consumer and car enthusiast is lost.



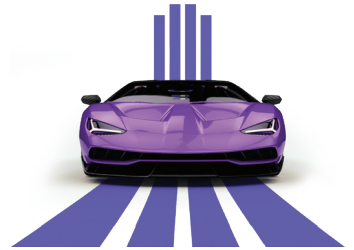
Ronald van den Broek, the organizer of the Brussels Auto Show, points out: "We have been experts in organizing car fairs and shows in exhibition halls, on circuits, and event grounds for over 25 years, in the Netherlands, Germany, the Middle East, and now also in Belgium." He continues with his observation on these events and shares his experience: "Since the pandemic is over, our attendance numbers for these events have skyrocketed. Consumers need a fun day out with many beautiful things in the field of cars and motorcycles, a real mobility experience. It seems that the more the electric car is promoted, the more car enthusiasts can appreciate an ordinary and special car again, with the youth leading the way, nowadays taking their father and even mother to a car show. Making the car show as it takes place in January automatically interesting for the manufacturer."

Visitors to new car events like the Brussels Auto Show are often also excited by the many new car-related video games, the Fast and The Furious film series, and well-known influencers driving fast cars like Lamborghinis and Ferraris. Some examples include Enzo Knol from the Netherlands, Shmee150 from the United Kingdom, and POG from Belgium. All three have been invited by the organization to be present for one or more days with their cars, of course, also on the Catwalk. In addition, "meet and greet" sessions will be organized with these influencers.

Van den Broek continues: "At the moment, we are heading towards 50,000 tickets. Since October, we have chosen a clearer profile with a focus on supercars, influencers, and even a share of tuning and motorsport; sales are going like hotcakes. Ultimately, this is also the concept we started with in early June, right after the announcement of the cancellation of the traditional Auto Salon. At the request of some important importers, a hybrid model with emotion on the one hand and promotion for car sales on the other was considered. We are confident that such a model would have worked fine. It is an illusion to think that there is a dividing line between interested buyers and car enthusiasts; these target groups overlap. However, many did not dare to experiment again after January and are now watching from the sidelines. Some brands in the automotive and motorcycle field are participating, and we are still finalizing with various brands. They participate in the form of a stand or on the Catwalk, and we are confident that the hybrid model (show and car sales) will work for them. We greatly appreciate their decision to participate."

#### **NEARLY 400 SPECIAL VEHICLES**

The list of different cars, motorcycles, and trucks (almost 400 in total) being exhibited is too long to mention. For the first time, for example, a Pagani - worth over four million euros - will be seen at Brussels Expo, as well as several Bugattis and a beautiful selection of Lamborghinis. Other crowd-pleasers include the original movie cars from The Fast and The Furious and the Ford Torino used in the film series hit from the '70s, Starsky and Hutch. Another unique aspect is the arrival of no less than five Formula 1 cars from the famous John Player Special collection. All these Lotus Formula 1 cars will be seen driving several times a day on the Car Catwalk, a first for Brussels. Another first is the fact that, for the first time, a flying car, namely the PAL-V from the Netherlands, will touch down in Belgium. In addition to all this, more than a hundred other exhibitors will showcase the latest trends in racing simulators, car care products, aftermarket accessories, and micro-mobility. An exact list of participants will be published soon on the website of the new Brussels Auto Show.



### **CAR OF THE YEAR ON THE CATWALK**

The seven finalists of the Car of The Year election will also be on display. These consumer-favorite cars will be showcased side by side for comparison. A vote will be organized among the visitors to the fair with a competition in collaboration with Autotrends, so that the Brussels Auto Show can get a first indication of the potential winner of the Car of the Year! Some of these will also be visible on the Catwalk. The results will be announced on Monday, February 26, during the Geneva Auto Salon.

### **ALSO, A STRONG FOCUS ON SUSTAINABILITY**

Does this mean that there won't be any electric cars to see at all, or that there won't be attention given to sustainability? Ronald continues: "Certainly. Various new models will be presented on the Catwalk, entirely electric. Some brands will be present with a booth, such as Fisker with its new Ocean, and Zero Motorcycles will showcase its complete collection of electric motorcycles. MG will, for the first time, unveil the Cyberster at a Belgian Auto Show, and this on the Catwalk. Various conferences on mobility and sustainability will be organized, in addition to the theatrical program with information for the consumer. As an organization organizing a new auto show at Brussels Expo for the first time, it is crucial to also highlight the sustainable side. Introducing the public to sustainable solutions at an appropriate pace is an important goal. Not only to maintain support for auto shows in the coming years, but simply because it is very important for the future of our automotive passion."

On Wednesday, January 17, in the afternoon, a real "opening congress" will take place in the form of the Automobility Summit with particular attention to "electromobility and the future." With leading speakers, future observers, and CEOs from the automotive industry, organized in collaboration with McKinsey, SBD Automotive, and the Free University of Brussels. Additionally, a Charging Infrastructure Congress will take place on January 24 at the fair, with a special focus on electric driving and charging. Various information sessions will be held at the BAS Theater on other days, and interesting debates on EVs for consumers, with a focus on hydrogen and other technologies.

At the fair, with the arrival of Urban Mobility Systems (UMS), a globally operating company specializing in fully electric innovation and solutions for construction, building, and urban mobility. A true breakthrough in sustainable and efficient solutions for emission-free construction. They will showcase various electric machines and cranes at the Brussels Auto Show, as well as an electric Dakar truck and an electric military vehicle.



## **OPENING HOURS AND TICKETS**

The Brussels Auto Show opens on Wednesday, January 17, with the Automobility Summit and the press and VIP opening. The Automobility Summit is followed by the public opening from 5:00 PM to 10:00 PM. On Thursday and Friday, the fair is open from 12:00 PM to 10:00 PM, and on the weekend from 10:00 AM to 6:00 PM. Regular tickets are available at the door for €25 but are already available in pre-sale from €17.50 via our online ticket shop. Special rates are available for people with disabilities and students, and schools can request special group discounts at [info@brusselsautoshow.com](mailto:info@brusselsautoshow.com). Special VIP tickets cost €350 and provide access to both the Automobility Summit and VIP treatment on the fairground. VIP tickets for the first opening night without the Summit cost €225 and offer special access to the VIP tribune of the Car Catwalk and the VIP pavilion with a drink and a snack.

Press photos:

<https://we.tl/t-1bkYHOzGmW>

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