



## PRESS RELEASE

### **Brussels Auto Show 2024 wraps up its inaugural edition with 122,000 visitors!**

Brussels - 21/1/2024 - The first edition of the Brussels Auto Show, which took place from January 17 to 21, achieved extraordinary success by welcoming no less than 122,000 visitors. With 6 impressive palaces and a total area of 60,000 square meters, the event exceeded all expectations and asserted itself as the largest automotive event in the Benelux.

Over 400 vehicles, including cars, motorcycles, and trucks from private collections and passionate car enthusiasts, shone on the exhibition floor. The unveiling of the 'Car Catwalk,' a raised podium 1.5 meters high and 80 meters long in Palace 5, provided visitors with a unique opportunity to admire masterpieces in motion. Special guests such as the British supercar vlogger Shmee150, Dutch YouTuber Enzo Knol, and Belgian POG added an extra dimension to the experience by showcasing their own supercars.

Throughout the week, various mobility conferences took place, while the other days were dedicated to exploring mobility, charging systems, and the latest technological advancements, emphasizing the passion for automobiles. E-sports, gaming, and lifestyle were also prominently featured each day. The success of the Brussels Auto Show 2024 underscores the growing interest in automotive events across various demographics, from the young to the elderly. The organization eagerly anticipates the next edition of the Brussels Auto Show, scheduled to take place from January 15 to 19, 2024.

Watch the photos here: <https://www.brusselsautoshow.com/photos>

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