



## PRESS RELEASE

### **The Brussels Auto Show is expanding to Hall 8, now offering almost 60,000m<sup>2</sup> of automotive enjoyment.**

*The Brussels Auto Show is quickly approaching, opening its doors on Wednesday, January 17. In the afternoon, there will be an Automobility Conference, followed by the opening night for the public from 5:00 pm to 10:00 pm.*

Brussels - 28/12/2023 - Enthusiasm for the new concept is high. Over 100 companies and institutions with a diverse range of accessories, used cars, charging stations, and car care products are participating. Various stands, from Circuit Zolder to an exhibition by Chromecars Live (featuring unique movie cars and John Player Special F1 cars), will be present. From the flying car Pal-V to Zero Motorcycles, Tricorp will showcase a real 2022 Haas F1 car, and the Belgian army will present an F-35 simulator and a real F16.

The audience is also turning out in large numbers for the show. The new concept, more focused on car enthusiasts than buyers, is resonating well. Currently, the organization is on track to sell almost 70,000 tickets. It seems that, for example, Saturday will quickly reach its maximum capacity and be the first to sell out.

At BAS, the car takes center stage, not just as a means of transportation but especially as an object of passion. This has always been the intention of BAS, and that promise is being fulfilled. BAS is anything but small; in fact, this new show is expanding in advance to an additional hall to provide a beautiful and spacious place for all the offerings. In addition to the originally planned five halls (5, 6, 7, 9, and Patio), Hall 8 is now added, spanning almost 60,000 square meters.

Ronald van den Broek, the organizer, explains: "Auto clubs, motorsport professionals, owners of classic cars and motorcycles, owners of sports cars and even supercars are contributing to a special exhibition and fair at Brussels Expo, where Belgian car enthusiasts have flocked for decades. The central location is Palace 5, where we present the Catwalk, for the first time on Belgian soil. This crowd-puller has been organized for several years at our large indoor car shows in the Netherlands and will showcase the most beautiful hypercars, such as a four-million Pagani, but also well-known figures like Enzo Knol - hugely popular in Flemish territory - Shmee150 with a large following of car fans, and of course, the Belgian POG, who is bringing five cars to Palace 5. In addition, there will be some special icons like the Mustang Eleanor, and you'll also see the finalists of Car of The Year 2024, such as the impressive KIA EV9, and brands like the Dutch Donkervoort, KTM X-Bow, MG premiering the Cyberster, and Smart Brabus showcasing their latest models on the Catwalk.



Mobility and sustainability - the fashionable term for other car shows abroad (Germany has the IAA Mobility, and in Tokyo, the national auto show has transformed into the Japan Mobility Show) - are not forgotten alongside the high entertainment value at the first BAS. In the truck and motorsport section in Hall 7, we showcase the most impressive vehicles, for example, those running on hydrogen, and in Hall 6, "The Pack" is present with various motorcycle brands in the electric vehicle category. The Dutch company UMS from Oss presents innovations in zero-emission construction and transportation on a large surface. On Thursday, the Laadinfra Congress will take place with several hundred guests. The fair opens on Wednesday with the Automobility Conference featuring compelling speakers and CEOs from the automotive industry.

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