



PRESS RELEASE

Brussels Auto Show is here to stay:

The Brussels Auto Show is not only taking place in 2024 but has committed to four editions until 2027, in collaboration with EXPO, at the Heizel Palaces in Brussels.

In June, it was announced that the new Brussels Auto Show will be held from January 17 to 21 at Brussels Expo. The organizer, 402 Automotive, is planning a completely new format for the Brussels auto show in January. The focus will not only be on showcasing new vehicles, often electric, but also on affordable regular cars. The event aims to be an "automotive celebration" featuring experiences and entertainment, ranging from classic cars and new vehicles to numerous supercars. It will also include some spectacular "private" showcars.

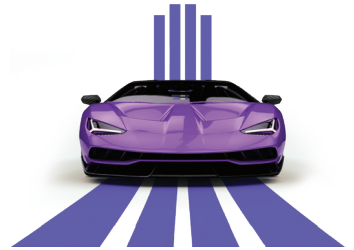
Ronald van den Broek, CEO of the Brussels Auto Show, stated, "As an organization from the Netherlands, we were met with skepticism after the announcement in June. The annual car show in Brussels was a tradition, and there were doubts about how an organization like 402 could fill the gap that emerged. After several months of discussions with most brand importers, the perception has changed. Now, dozens of cars, motorcycle, and truck brands believe that we will create a quality exhibition in January with a large number of visitors. We aim to attract both business-to-business visitors and consumers who want to see, 'feel,' and buy new cars. More than ever, this new edition of the Brussels Auto Show will surprise visitors with experiences and a range of cars never seen before in Brussels.

CATWALK

The most significant addition will be the "Catwalk" in Palace 5, a more than 100-meter-long runway elevated at 1.5 meters. Here, the latest and most beautiful creations will be showcased. Supercars and hypercars like Pagani, Bugatti, or Koenigsegg will drive down the catwalk. Popular influencers like the English "Shmee150" and the Dutch Enzo Knol, along with several brand importers, are making plans to showcase genuine premieres on this catwalk. The Brussels Auto Show will become more than ever an annual automotive celebration, surprising Brussels and its surroundings over the next four years.

"MOBILITY"

More and more European fairs, such as the Tokyo Autosalon, which is now called "Japan Mobility," focus on "mobility." Therefore, the Brussels Auto Show will do more than other fairs, with "future mobility" as a theme in Brussels in January. This is evident from the Charging Infrastructure Congress on Thursday, January 18, and the Automobility Summit on the opening day and evening of Wednesday, January 17, organized by McKinsey in collaboration with SBD Automotive and VUB University.



CAR BRANDS

A frequently asked question is, "Which car brands will definitively participate in the Brussels Auto Show?" Since June, the organization has been persuading various brands to come to Brussels. Initially, this auto show was primarily intended to focus on experiences with the Catwalk, supercars, classic cars, and influencers, to create a perfect "day out" for Belgian families and car consumers. The idea was that most car brands no longer saw the value in a national car show. However, the organization quickly realized that $\frac{3}{4}$ of the brands were satisfied with the results and already counted on an Auto Show for 2024. The concept was then transformed into a combination of "emotion" and "mobility": Brands and experiences together at an exhibition.

Ronald van den Broek explains, "We hoped to announce the participating brands for the first edition a month ago. Due to internal decision-making processes, some importers are taking longer than expected. Currently, we are optimistic that 30 to 40 car, motorcycle, and truck brands will participate. We expect to announce the first names next week. But to be transparent, it might also be less. We are looking for a beautiful combination of established European and American brands, supplemented with new brands, such as those from China, who are eager to be present at the fair alongside their European counterparts. The overall trend at the IAA in Munich in September was that 'the new world and the established order stood opposed to each other.'

The organization also considers that regardless of whether well-known brands participate, consumers will want to enjoy entertainment and "emotion" with hundreds of special cars, motorcycles, and trucks and the Catwalk. Top models already confirmed for the Catwalk include unique million-dollar Pagani's like the BC Roadster and the exclusive Aston Martin Valkyrie. Next week, the first Koenigseggs and Bugattis from renowned collections will be announced. Furthermore, we want to assist consumers - who are overwhelmed by the vast array of new mobility options - in making decisions about whether to opt for electric vehicles or not.

Ronald van den Broek concludes, "Auto shows are more popular than ever, as evidenced by the tens of thousands of visitors we sometimes attract per show, such as recently in Zolder with the annual supercar show there. Young families, fathers with sons, daughters, and mothers visit our events, where the Catwalk has been one of the biggest attractions for years.

An auto show with only electric cars is not an auto show for over 90% of the population. In Brussels, we have the chance to prove this unique symbiosis between experience and mobility. Ironically, as a Dutchman, I have been working for months to convince Belgian



importers that there is a unique opportunity in Brussels to make history with a unique concept within the remaining car shows. The process has been intensive, and now it's up to the brands to make the final decision. Either way, the Brussels Auto Show is coming and is 'here to stay,' in whatever form it may take."

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