

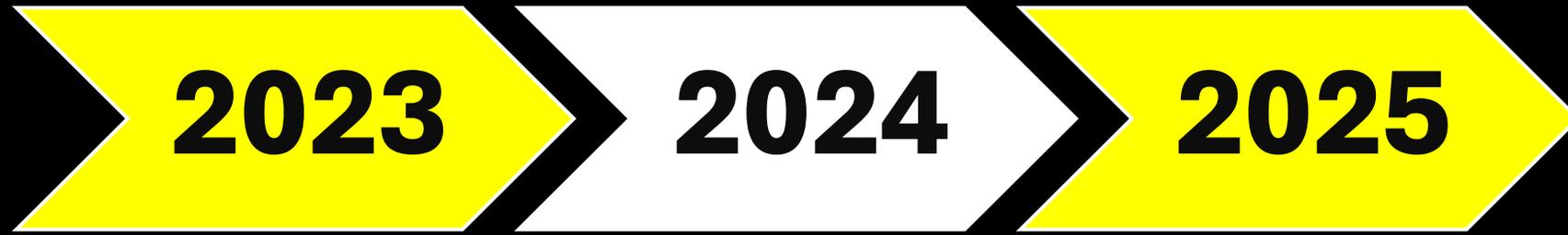
**10-19  
JAN  
2025**

**SALON**

**BRUSSELS MOTOR SHOW  
CARS, VANS & LEISURE VEHICLES**



# Timeline Brussels Motor Show 2025



**January**  
**100<sup>th</sup> BMS**

**January**  
**No BMS**

**January 10-19<sup>th</sup>**  
**101<sup>st</sup> BMS**

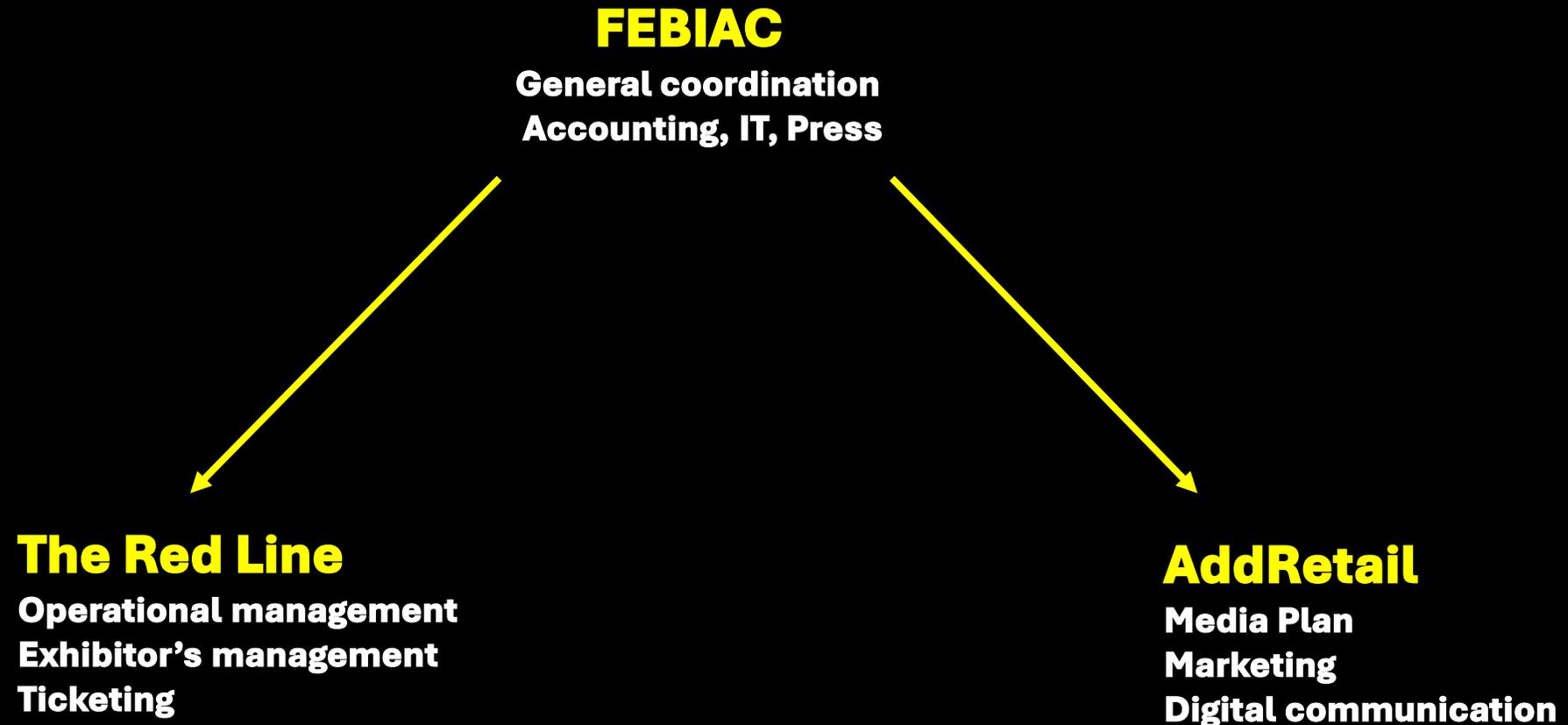
**February**  
**1<sup>st</sup> AeMS**

**May**  
**Confirmation 101<sup>st</sup> BMS**

**June**  
**101<sup>st</sup> BMS in January**

**October**  
**Already 50 brands registered**

# Organising team



# Organising **team** – FEBIAC

**Frank Van Gool**

CEO



**Pascal Cappelmans**

Director Digital & Data



**Christophe Dubon**

Head of Communications  
Project coordinator



**Kris Gysels**

Director Public Affairs



**Michel Martens**

Director Knowledge Center



**Wim Doms**

Communication Advisor



# Organising **team** - The Red Line

**Olivier Carpentiers**

CEO The Red Line



**Charly Maquest**

Project manager BMS



**Didier Renders**

Project manager BMS



**Xavier Cloet**

Global Stage Manager



**Emilie Van Impe**

SPOC Exhibitors

Halls 5 & 7



**Marie de Villegas**

SPOC Exhibitors

Halls 6, Patio, 11



**Florie Netens**

Ticketing manager



**Frédéric de Dieudonné**

Private event (black box)



**Nancy Vandeputte**

Protocol



**Laurie Dewolf**

People management



**Eva & Katleen**

Admin



**Jean-Charles Menu**

Animations management



**Dirk Baeyens**

Logistic & EV specialist



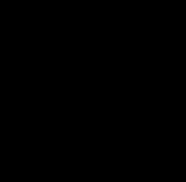
**Georges Buxant**

Logistic



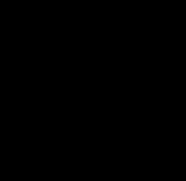
**Emma Baccaw**

Project assistant



**Mayssa Touil**

Project assistant



# Organising **team** – ADDRETAIL



**Ivo van der Pas**  
Project Director



**Pieter Van Tendeloo**  
Strategy Director



**Jacques Prouvost**  
Creative Director



**Joana Lazaro**  
Digital Delivery  
Manager



**Kelly Thys**  
Manager Partnerships



**Jan Walkowiak**  
Digital Marketing Analyst



**Laurent Van Loon**  
Art Director



**Martin Elegeert**  
Digital Marketing  
Consultant



**Jytte De Taeye**  
Digital Art Director



**Simon Dehoux**  
Digital Art Director



**Alain Ruther**  
Graphic Designer



**Vincent Van de Wiele**  
Front-end Web  
Developer

# Registered exhibitors



# Registered exhibitors

**!! RECORD !!**

**63 Car / LCV brands  
officially registered**

2023: **49**

2020: **39**

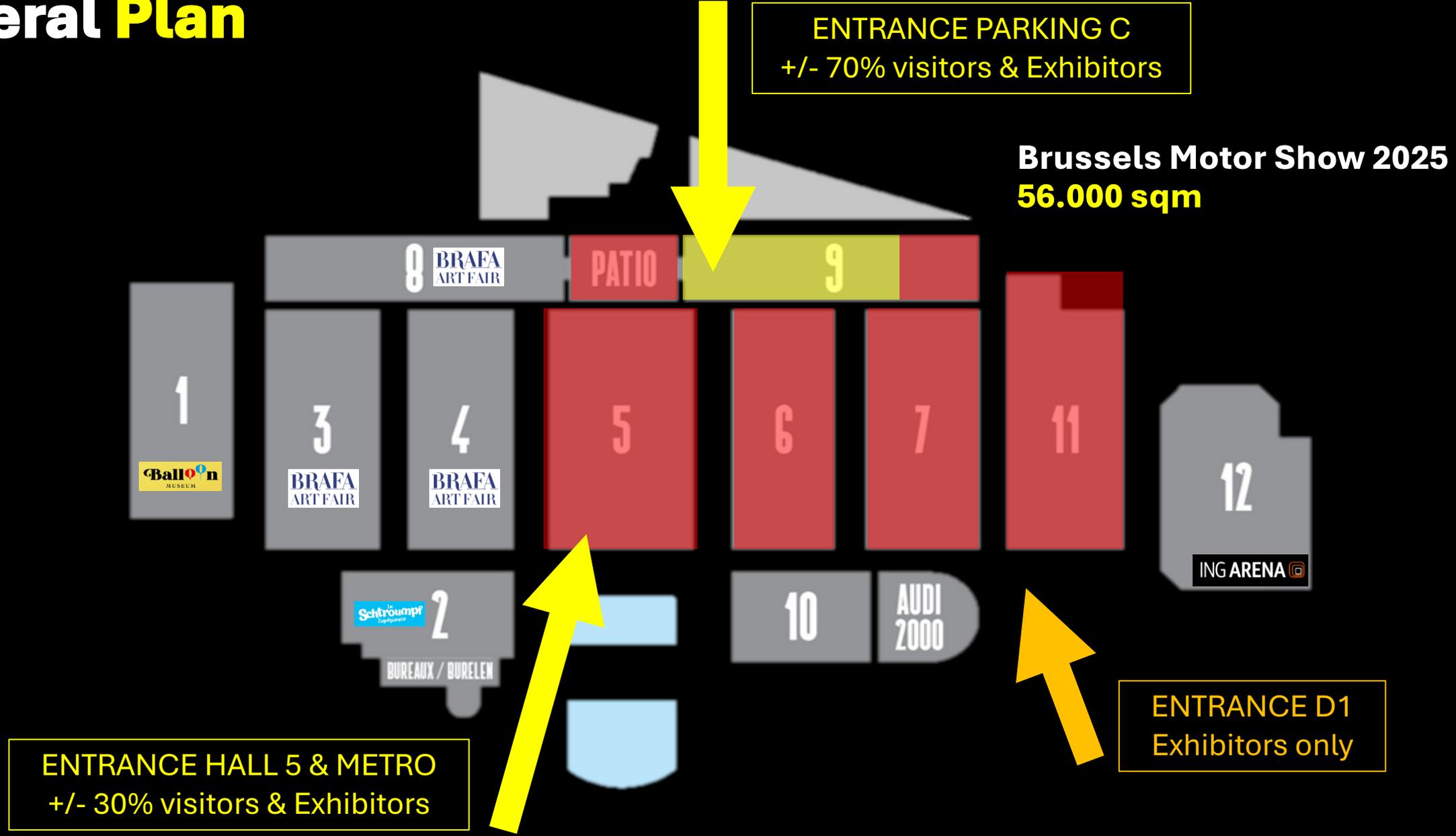
# Registered Car & LCV brands

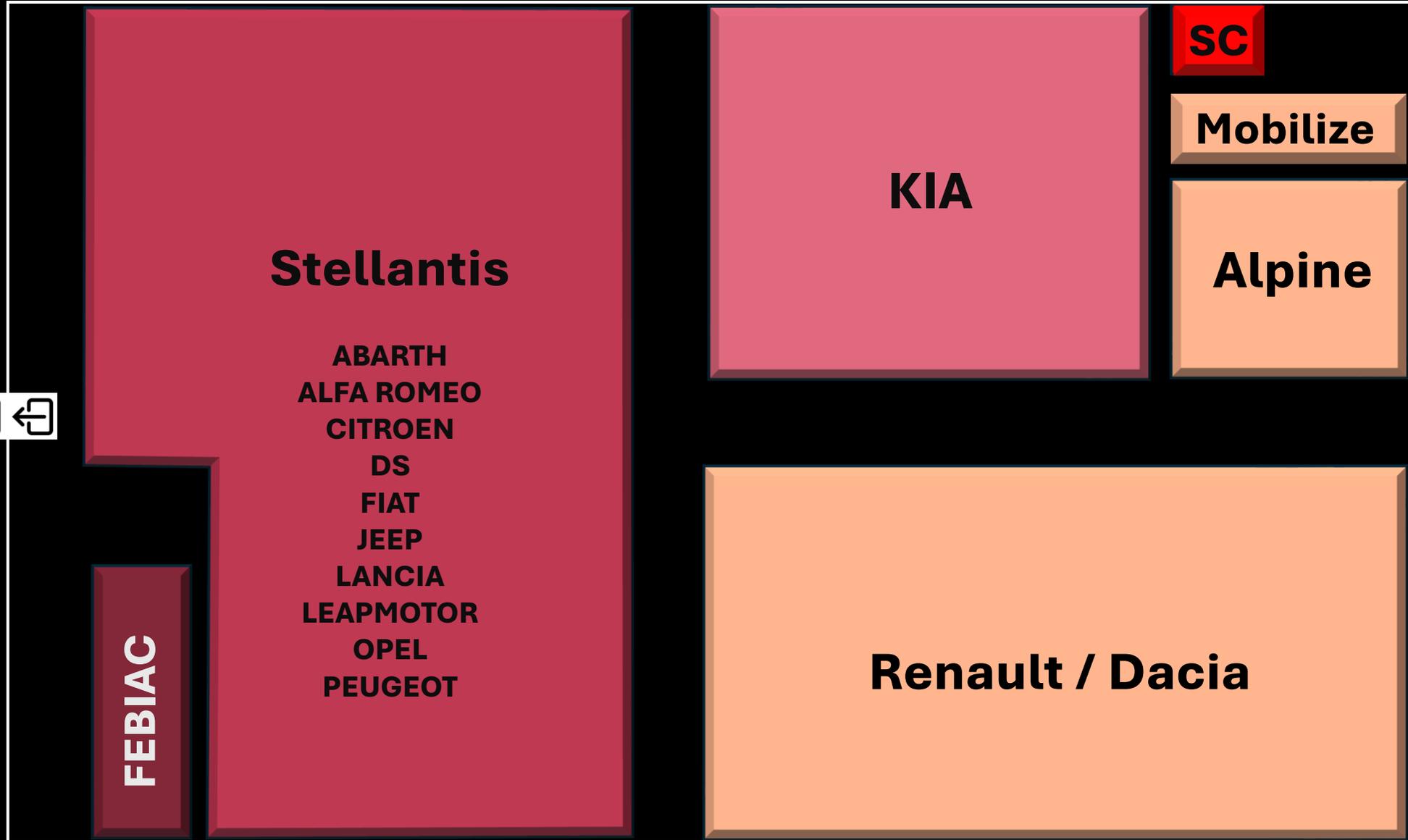
# Halls



# General Plan



# Hall 5



# Hall 6



## Van Solutions

ACCES UTILITAIRES  
BODY CONSTRUCT  
CARGO LIFTING  
JDK  
LOO-MAT  
MATTHYS  
MTS  
RAM  
RENAULT  
SORTIMO  
TRANSPORTMEDIA  
VW CVI  
ZEVIM

Ford

SC



Mazda

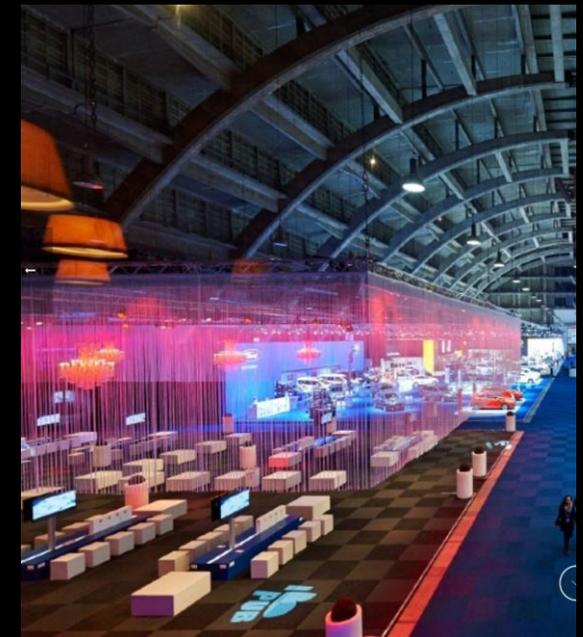
Ford

## Astara

HYUNDAI  
ISUZU  
KG MOBILITY  
MAXUS  
MG  
SUZUKI

Hall 9

# Van Solutions

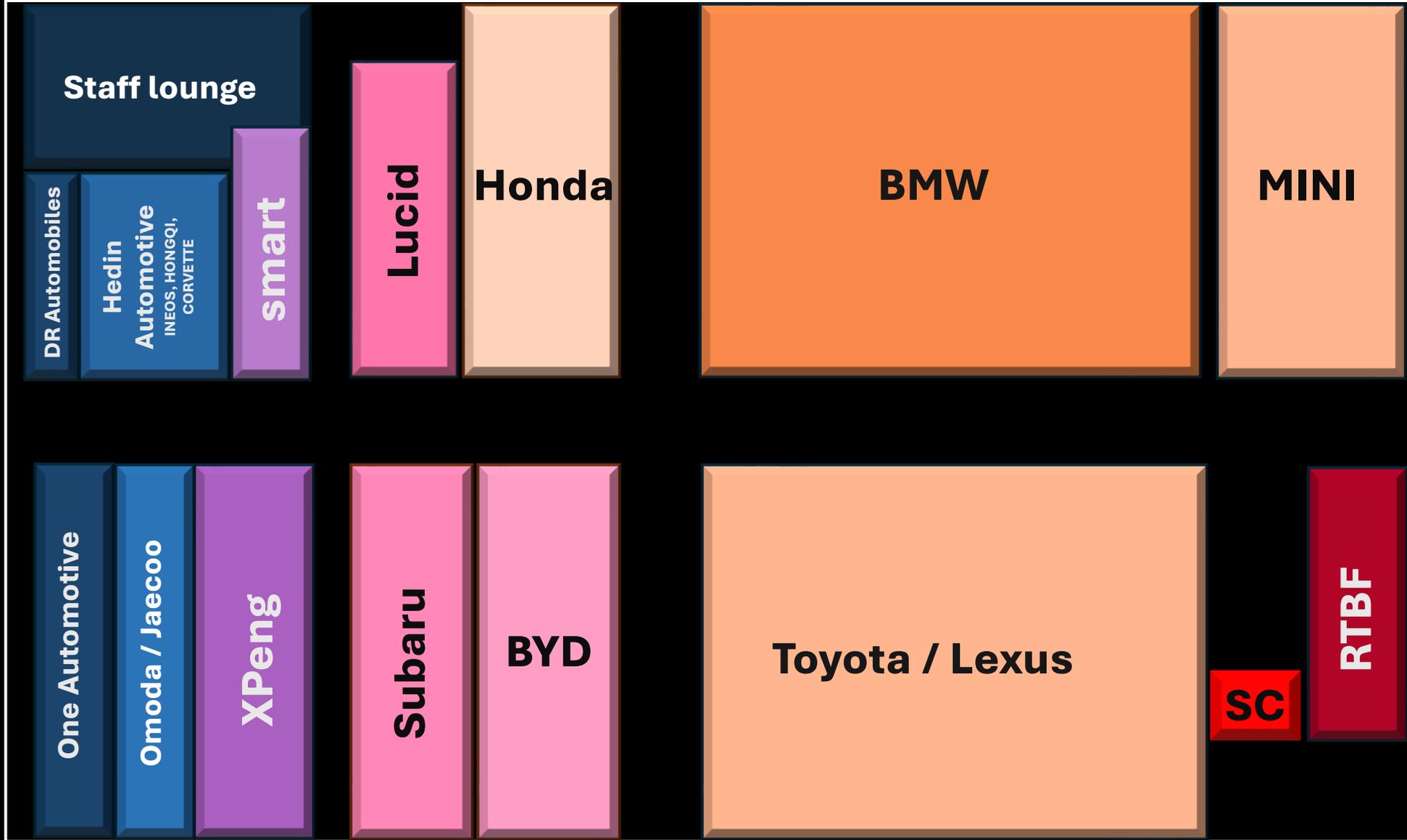


# Car of the Year

Alfa Romeo **Junior**  
Citroën **C3 / ë-C3**  
Cupra **Terramar**  
Dacia **Duster**  
Hyundai **Inster**  
KIA **EV3**  
Renault **5** Alpine **A290**



# Hall 7



Hall 9

# Hall 11 – D'leteren



**Volkswagen  
CVI**

**Volkswagen**

**Skoda**

**D'leteren  
House**

**Lucien / The Village / Workshop /  
Info / Shop / EDI / Microlino**

**Audi**

**Seat**

**Cupra**

**Porsche**

**D'leteren  
Luxury  
Performance**

**D'leteren  
Patio**

**Patio**

**Hall 5**



**Mercedes-Benz**

**Hall 9**

# Hall 9



RED BULL  
Extreme Sports Bar

E-Sport  
Area

Diagnose  
Car

Direct  
Lease

Tesla

TURISMO  
EXCLUSIVE  
CAR

CATERING

BRM

Bar

Lotus

AUTOWORLD  
(TBC)

BEHVA

MEGUIARS

...

CLASSIC  
LEGENDS

GOCA, ...

ZE BORNE

FEBEL  
AUTO

WRC  
SIMULATORS

...

PEDAL TO THE  
MEDAL

INOPTUS  
SOLAR TEAM

TURISMO  
EXCLUSIVE  
CAR

STUBRU

Hall 6

Hall 7

**FACILITIES**

**STAFF LOUNGE**

# Staff lounge **Hall 7**



**360 daily packs confirmed**

**12 exhibitors**



**BLACK BOX**

# Black **Box** – Events venue



## **FULL** (+/- 350m<sup>2</sup>)

Theater / Conference  
Up to 200 seated guests

Cocktail / Reception  
Up to 320 standing visitors

## **MEDIUM** (+/- 150m<sup>2</sup>)

Theater / Conference  
Up to 100 seated guests

Cocktail / Reception  
Up to 150 standing visitors

## **SMALL** (+/- 80m<sup>2</sup>)

Theater / Conference  
Up to 60 seated guests

Cocktail / Reception  
Up to 70 standing visitors

# Black **Box** – Events venue



**ENTERTAINMENT**

# Entertainment **Hall 9**

## **Super Car Tour** with Turismo

- **Aston Martin Vantage V8 Roadster**
- **Bentley Continental W12**
- **Ferrari 488 Pista**
- **Lamborghini Aventador SVJ**

A **once in a lifetime** experience  
to **sit** at the wheel  
of **4 Dream Cars**



# Entertainment **Hall 9**

## **Sim Racing Arena** with The Sim Power

- **12 professional eSport race simulators**
- **Dreamcars exhibition including McLaren P15 Senna**
- **Car and eSport influencers**



# Entertainment **Hall 9**

## **Extreme Sports Bar** with Red Bull



# Entertainment **Hall 9**

## **Extreme Sports Bar** with Red Bull



## **Extra Supercars exhibition** with Turismo & Autoworld

# Over **45** Sportscars / **Dreamcars**

## Hall 5

- Alfa Romeo 33 Stradale
- Aston Martin Vantage V8 Roadster\* (Turismo)
- BWT Alpine F1 Team

## Hall 6

- Ferrari 488 Pista\* (Turismo)
- Ford Mustang
- Hyundai i20 N WRC

## Hall 7

- BMW M5
- BMW M5 Touring
- Corvette E-Ray
- Bentley Continental W12\* (Turismo)

## Patio

- Mercedes-AMG GT 43
- Mercedes-AMG GLE 53 HYBRID Night Edition
- Mercedes-AMG CLE 53 Coupe
- Mercedes-AMG E 53 Break HYBRID Night Edition
- Mercedes-Benz G 580 with EQ Technology
- Mercedes-EQS SUV Maybach 680
- Mercedes-Maybach SL 680 Monogram Series

## Hall 9

- Red Bull F1
- Dodge Challenger SRT (Sim Power)
- Ferrari 812 GTS (Turismo)
- Ferrari F8 Tributo (Turismo)
- Lamborghini Aventador SVJ\* (Turismo)
- Lamborghini Urus Performante (Turismo)
- Maserati A6GCS/Berlinetta (Autoworld)
- McLaren P15 Senna (Sim Power)
- Mercedes-Benz G-ROCK
- Porsche 911 GT3 Cup (Sim Power)

## Hall 11

- Audi RS 3 Sportback
- Audi RS 6 Performance
- Audi RS e-tron GT performance
- Audi RS Q8
- Bentley Continental GT
- Bentley Bentayga EWB Mulliner
- Bugatti Tourbillon (first part of the BMS)
- Bugatti Bolide (second part of the BMS)
- Lamborghini Temerario
- Lamborghini Urus SE
- Porsche 911 Carrera
- Porsche 911 GTS T-Hybrid
- Porsche Cayenne Coupé
- Porsche Macan Turbo
- Porsche Taycan
- Porsche Taycan Turbo GT Weissach
- Porsche Panamera
- Rimac Nevera R

**\* Part of the Supercar Tour**

**Non-exhaustive list**

# Family **Tour**

**Educational game** for children

Take on **challenges** and answer **questions** using an explorer's notebook

**Special gift** for children who successfully complete the challenges

Every **Saturday, Sunday** and **Wednesday** afternoon



**PRESS**

# Press

## January 10th > Press day – Agenda subject to change

07:30 - Breakfast @ Ford

08:00 - Ford

08:20 - DS Automobiles (design reveal)

08:40 - Mazda

09:00 - Toyota

09.20 - BYD

09.40 - KIA

10:00 - Stellantis

11:00 - Lucid Motors

11:00 - Mercedes-Benz (guided tour)

11:20 - Alpine

**11:30 - Car of the Year**

12:00 - Suzuki

12:20 - Astara

12:40 - Lunch Break

13:20 - RAM (zone Van Solutions)

13:40 - smart

14:00 - Xpeng

14:20 - Hongqi (Hedin Automotive)

14:40 - Corvette (Hedin Automotive)

**16:00 - Official Inauguration**

18:00 - Preview & Opening night

**COMMUNICATION CAMPAIGN**

10-19  
JAN  
2025

**SALON**  
BRUSSELS MOTOR SHOW  
CARS, VANS & LEISURE VEHICLES

FIND YOUR DRIVE  
**DRIVE YOUR LIFE**

# Static Theme

10-19  
JAN  
2025

**SALON**  
BRUSSELS MOTOR SHOW  
CARS, VANS & LEISURE VEHICLES

81% TECHNICIAN  
19% TECHNO DJ

FIND  
YOUR  
DRIVE  
DRIVE YOUR LIFE

BRUSSELS EXPO 

[autosalon.be](http://autosalon.be)



# Static Theme

10-19  
JAN  
2025

**SALON**  
BRUSSELS MOTOR SHOW  
CARS, VANS & LEISURE VEHICLES

72% FAMILLE  
28% FOLIE

FIND  
YOUR  
DRIVE  
DRIVE YOUR LIFE

BRUSSELS EXPO 

[autosalon.be](https://autosalon.be)



# Static Theme

10-19  
JAN  
2025

**SALON**  
BRUSSELS MOTOR SHOW  
CARS, VANS & LEISURE VEHICLES

64% BUSINESS  
36% ROI DE LA POP

FIND  
YOUR  
DRIVE  
DRIVE YOUR LIFE

BRUSSELS EXPO 

[autosalon.be](http://autosalon.be)

# Static Theme

10-19  
JAN  
2025

**SALON**  
BRUSSELS MOTOR SHOW  
CARS, VANS & LEISURE VEHICLES

79% WORK  
21% LEISURE

FIND  
YOUR  
DRIVE  
DRIVE YOUR LIFE

BRUSSELS EXPO 

[autosalon.be](http://autosalon.be)

# Partnership **Promotions**

# Partnership Promotions

**10-19**  
**JAN**  
**2025** **SALON**  
**BRUSSELS MOTOR SHOW**  
CARS, VANS & LEISURE VEHICLES

PROFITEER VAN UW KORTING  
BIJ AANKOOP VAN UW TICKET

**-20%**

CODE: BMS25-EMBUILD

[tickets.autosalon.be](https://tickets.autosalon.be)

**BRUSSELS EXPO** 

# Autogids offer

10-19 **SALON**  
JAN BRUSSELS MOTOR SHOW  
2025 CARS, VANS & LEISURE VEHICLES

ONTVANG  
**1** GRATIS  
ABONNEMENT  
AUTOGIDS



BRUSSELS EXPO 



BIJ AANKOOP  
VAN **1** TICKET  
AUTOSALON!

BRUSSELS EXPO 

10-19 **SALON**  
JAN BRUSSELS MOTOR SHOW  
2025 CARS, VANS & LEISURE VEHICLES

**AUTOSALON.BE**

BRUSSELS EXPO 

# Le Moniteur Automobile

10-19  
JAN 2025 **SALON**  
BRUSSELS MOTOR SHOW  
CARS, VANS & LEISURE VEHICLES

RECEVEZ  
**1** ABONNEMENT GRATUIT



A L'ACHAT D' **1** TICKET POUR  
LE SALON DE L'AUTO !

**AUTOSALON.BE**

**BRUSSELS EXPO** 

# Carrefour partnership

Carrefour  
loisirs

10-19  
JAN  
2025

**SALON**  
BRUSSELS MOTOR SHOW  
CARS, VANS & LEISURE VEHICLES



VALABLES POUR DES VISITES DU  
14/01 JUSQU'AU 16/01/2025

**-50%**  
sur **LE TICKET**

15  
€7,5  
Adult | >15 ans

Du 23/12/2024 au 16/01/2025 dans  
vos magasins Carrefour

**Week 52**  
**Weeks 1&2**

700 stores in Belgium  
>2M loyalty members

- **In-store advertising**
  - Totems
  - Posters
  - Store radio
- **Direct marketing**
  - Physical mailing
  - Digital mailing
- **50% discount tickets**
  - Only @Carrefour

**OPENING TIMES**

**&**

**TICKETS**

# Opening **times**

## **Public opening**

From Saturday 11<sup>th</sup> to Sunday 19<sup>th</sup> January

## **Opening hours**

From 10am to 7pm

## **Late-night opening until 10pm**

Monday 13<sup>th</sup> and Friday 17<sup>th</sup> January

## **Press day**

Friday 10<sup>th</sup> January from 8.00am to 6.00pm

## **The *Car of the Year* ceremony**

Friday 10<sup>th</sup> January at 11.30am

## **Opening ceremony**

Friday 10<sup>th</sup> January at 4.00 pm

## **Preview & Opening Night**

Friday 10<sup>th</sup> January at 6.00 pm to 11.00 pm



# Tickets

## General **Admission**

€15 (from 16 years)

## General **Admission** Tuesday / Wednesday / Thursday

€7,5 only in Carrefour stores from 23 december

## Kids **Admission**

€10 (between 10 and 15 years)

## Kids **under 10 years**

Free

Online **ticketing**

[www.autosalon.be](http://www.autosalon.be)

On-site **ticketing**

cashless only



# Key figures **summary**

- **101<sup>st</sup>** Brussels Motor Show
- **56.000 m<sup>2</sup>** of exhibition area *(sold out)*
- **100** exhibitors
- **63** Car & LCV brands
- **90,4%** of the Belgian car market represented
- **3** World Premières *(as on December 17th 2024)*
- **10** European Premières *(as on December 17th 2024)*
- **27** Belgian Premières *(as on December 17th 2024)*
- **>45** Dreamcars / Sportscars
- **2** Formula 1 Cars
- **2** World Premières international stand concept
- **300.000** visitors expected

