



Fira Barcelona

AUTOMÒBILE BARCELONA

10 — 18 May 2025

9 May - Press / Professional

Montjuïc venue



AUTOMOBILE, WHERE YOU ARE THE PROTAGONIST

Automobile Barcelona is a lot more than a international car show. Is the better showcase for brands.

The ideal platform and the largest commercial event in Spain to present new products and obtain the best return: visibility, media communication and sales.



An aerial photograph of Barcelona, Spain, featuring the Sagrada Família in the background and a large, ornate fountain in the foreground. The image is overlaid with a semi-transparent green filter.

AUTOMOBILE AND BARCELONA ALWAYS WITNESSES OF THE TRANSFORMATION OF THE SECTOR

With 106 years of history, Automobile Barcelona is part of the city and vice versa.

Barcelona has always opted for the automobile, remaining faithful to the sector and participating in its evolution. The ideal connection between industry and citizens.

The only international show in Spain that has the recognition, support and collaboration of the International Organization of Automobile Manufacturers (OICA) and the Spanish Association of Automobile and Truck Manufacturers (ANFAC).

AUTOMOBILE BARCELONA IN FIGURES*

The event of the automotive sector of the year for brands, customers and fans.

MOTOR SHOW

31

Brands

14

First scoops

373,305

Visitors

1,100

Journalists

MEDIA IMPACTS

3,980

News about Automobile
Barcelona

747,887,430

Impacts in general
media

10,149,077 €

Economic valuation

* Data 2023

BRANDS IN THE 2023 EDITION



COMPANIES AND BRANDS IN THE MOBILITY SECTOR



MONTJUÏC, AN EMBLEMATIC ENCLOSURE



01 MOTORSHOW

The main exhibition space where all the brands and mobility solutions are concentrated.



02

TEST DRIVE

THE TEST DRIVE AREA

A large outdoor area in Montjuïc where visitors can try the latest innovations and present the unique driving experience of each brand and model.



03

PRESS AND PROFESSIONAL DAY 9 OF MAY

Unique day focused on professional visitors and media, with exclusive presentations of new models.



04 CONGRESS ANFAC

The main actors in the sector express their vision of the present and future of the automotive industry at the ANFAC congress. In addition, the AEGFA and STA conferences, among others, will be held.



05

INTERACTIVE EXHIBITION

Immersive space where motor and culture lovers can enjoy legendary, unique and emblematic vehicles with family.



06

GASTRONOMIC ZONE

A great gastronomic offer with food trucks distributed throughout the venue.



07

CIRCUIT OF BARCELONA AND FIRA

Starting January 1, 2025, Fira de Barcelona will operate and manage the activity of the Circuit of Barcelona-Catalunya. In addition to the major motor competitions, the Circuit's activity will cover new business models related to events and congresses, healthy leisure, major musical and cultural events, and the sustainable mobility industry.



TAKE PART OF AUTOMOBILE BARCELONA 2025

**INCREASES YOUR
DIRECT SALES
THANKS TO THE
LARGE AFFLUENCE
OF INTERESTED
PUBLIC**

**BOOST
KNOWLEDGE
AND THE IMAGE OF
YOUR BRAND
EXPLOITING
VISIBILITY**

Visitors expectations at Automobile Barcelona



60%

Wants to buy
a vehicle



71%

Wants to know the
brands offers



74%

Intends to test
models



82%

Comes to get inform and
learns about brands and
models



65%

Considers Automobile
Barcelona as a great motor
shopping center

BE PART OF AUTOMOBILE BARCELONA

Ways of participating

Choose the “Raw Space” category and design your stand to your taste. You’ll have exhibition areas available both inside and outside the fair venue.



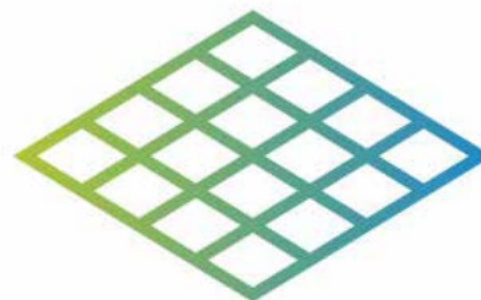
INDOOR SPACE

Minimum space 16m²

€130/m²

+10% VAT

Rights of inscription: €575 + VAT



OUTDOOR SPACE

Minimum space 9m²

€78/m²

+10% VAT

Rights of inscription: €575 + VAT

Increase your visibility with our advertising services

<https://www.automobilebarcelona.com/en/promotional-digital-services/>

OUR COMMERCIAL TEAM

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