



From 30 September to 10 October 2021  
[www.automobilebarcelona.com](http://www.automobilebarcelona.com)

The show will feature 21 car manufacturers and showcase a wide range of electric vehicles

## Automobile Barcelona promotes the European trade fair sector with more brands

**Under the slogan *The enthusiasm is back*, Automobile Barcelona will host the new products of 21 makes of car at one of this year's biggest events for the sector. The event, which will be held at Fira de Barcelona's Montjuïc venue from 30 September to 10 October, will showcase the future of sustainable mobility and once again constitute a major platform for the automotive sector, thus helping to drive sales.**

Barcelona president Enrique Lacalle underlined the importance of holding this physical event, one that's evidently adapted its format and size to the current situation. *"The show is the result of a great collective effort and our commitment to the automotive industry, which has been crystallised in an event that will seek to bring back the enthusiasm to the sector, motor enthusiasts and the whole city, in which the show has been deeply-rooted for over 100 years".* In this regard, he added that *"we'll be the show held in Europe that's attracted the most brands, making us once again one of the flagship motor-related events and an unbeatable platform for connecting with the general public".*

José López-Tafall, ANFAC's managing director, appreciates the importance of the event: *"We couldn't miss out on this centenary appointment with the automotive industry in Spain, particularly given the transformation we're undertaking within the sector. In this respect, the electrification of vehicles is one of the keys to fulfilling our European decarbonisation commitments. This show, the models on display and the talks we'll be holding on "The challenges of the electrification of mobility" should serve to bring citizens even closer to this transformation, one that's already a reality in the market, with more than 150 models available",* he stated.

The International Motor Show, organised by Fira de Barcelona with the support of the ANFAC (Spanish Association of Automobile and Truck Manufacturers), will occupy Halls 1 and 8 of the Montjuïc venue, as well as Reina Maria Cristina Avenue and the area around Rius i Taulet Street.

The participating makes of car will include Baltasar, BMW, Cupra, Dacia, DFSK, Ford, Hispano Suiza, Honda, Hyundai, Kia, Lexus, Lotus, Mercedes Benz, Mini, Nissan, Renault, Seat, Smart, Subaru, Suzuki and Volvo. Other companies from the mobility and automotive sectors will also be present, thus complementing a wide range of products in the exhibition area and the show's activities.

30 September and 1 October will be reserved for the press and professionals, while the doors of Automobile Barcelona will be open to the public from 2 to 10 October.

*Decarbonisation and electrification, the pillars of the firms' innovations*

*The show will constitute a platform for revitalisation and a debate on the major challenges facing the sector*

*It will feature test circuits and an area focusing on urban and sustainable mobility*

### **Test drives and sustainability**

Visitors to Automobile Barcelona will have the chance to experience the technologies applied to the automotive sector and get behind the wheels of the latest models exhibited by the visiting brands. The traditional "boxes" located on Reina María Cristina Avenue and in Rius i Taulet Street will offer fans the current ranges of vehicles, including electric cars, hybrids and plug-in hybrids, so that attendees can test out their performance.

The emblematic Montjuic track will be the test site for motor enthusiasts to familiarise themselves with cars and try them out on a test drive. The site of four Formula 1 Grand Prix races between 1969 and 1975, the variable terrain makes for the ideal venue for buyers to compare different models and engines and find out which one best suits their needs.

### **The mobility of the future**

The event will also focus on innovation in the field of urban transport and feature firms from the wider mobility ecosystem, including Smou and Mapfre. Automobile Barcelona has also prepared the Urban Mobility Zone, a space located in the Plaça del Univers that will show how we'll get around cities in the near future and where visitors will be able to try out personal mobility vehicles designed for the urban environment, including motorbikes, bicycles and electric scooters, on a specially built track that will also address road safety training.

With the Urban Mobility Zone, Automobile Barcelona wants to contribute to the changing culture in urban transport towards a more sustainable and agile system for everyone. Companies participating in this space will include the Servei Català de Trànsit, Arena, Brixton Motorcycles, E.twow, Horwin, Kymco, m-Motorbikes España, Niu, Ray, Silence Urban Ecomobility, Spin Mobility and Sunra.

### **Innovation forums for professionals**

Following the European Commission's announcement of the end of the sale of cars with combustion engines by 2035, alternative propulsion systems will also share the spotlight at the professional conferences. On 1 October, Anfac will organise the Electrification Forum, where car makers will address issues such as decarbonisation and electrification of transport as the cornerstones of the post-Covid recovery, and the key role of charging structures in an electrified Europe. Among those expected to attend will be the Minister of Industry, Tourism and Consumer Affairs, Reyes Maroto, and the Executive Vice-President of the European Commission, Franz Timmermans.

For its part, the Society of Automotive Technicians (STA) will also organise five conferences for professionals in the sector specific to topics such as the network of charging points, hydrogen vehicles, connected and autonomous cars, industrial vehicles and mobility as a service or MaaS. In addition, the Spanish Association of Fleet Managers will hold the annual members' meeting at the show.

The event, the only show held in Spain to be internationally recognised by the OICA (Organisation Internationale des Constructeurs d'Automobiles), will implement the strict protocol of prevention and safety measures to combat Covid-19 drawn up by the Fira Barcelona for its events.

**Barcelona, September 2021**

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The show will feature 18 new models, including one World premiere and another European presentation

## Electric cars, main protagonists among the premieres at Automobile Barcelona

**Automobile Barcelona, the International Motor Show organised by Fira de Barcelona with the support of the ANFAC (Spanish Association of Automobile and Truck Manufacturers), will host a total of 18 launches at the 2021 event, including a global and a European innovation. Thus, the Barcelona exhibition will once again become the great showcase for the automotive sector, with more than 18 new models, among them 15 new cars and three personal mobility vehicles, with electrification playing a starring role.**

Automobile Barcelona president Enrique Lacalle stressed the importance of being *"one of the leading showcases for the industry. We'll have two world premières and around twenty launches in total, and we'll demonstrate the commitment of the sector and the show itself to the process of electrifying cars. "We're witnessing an unstoppable change in the world of mobility and we feel proud of the trust that the brands have placed in us as a major platform on which they can explain these trends"*, added Lacalle.

The drive towards new motorisations as a trend within the sector is reflected in the list of premières, with almost all the vehicles equipped with electrified engines. The new Cupra Born, the Martorell-based company's fully electric model, will be seen in a physical form for the first time at a trade fair, while the Spanish company belonging to Seat will also exhibit the Urban Rebel, the concept car that will set the design guidelines for the Spanish factory's future vehicles.

Electrification also lies at the heart of Nissan's presentations. The Japanese firm will perform a global launch of the electric version of its new Townstar van in Barcelona. It will also unveil the new Nissan Ariya, a fully electric SUV, for the first time in Europe as the Japanese carmaker seeks to usher in a new generation of utility vehicles. The visiting public will be able to see the Qashqai Mild Hybrid, the third generation of one of the most popular crossovers.

Meanwhile, BMW will exhibit the i4 and the iX. The former model is an electric sports sedan with which the Bavarian brand is expanding its range of zero-emission vehicles. The iX is the new fully electric proposal for the harlequin company's SUV (Sport Utility Vehicle) range, a large vehicle whose autonomy can exceed 600 kilometres. Mini, the British company owned by BMW, will exhibit its Mini Electric, an electrified edition of the model originally launched in 1969, at the show.

Ford from the USA has chosen to display two vehicles of very different characteristics at the show in Barcelona: the Ford E-Transit and the Mustang Mach-E GT. The E-Transit is a fully electric van with which the blue oval brand wishes to introduce zero-emission engines into its professional range. On the other hand, the Mustang Mach-E GT is a fully electric SUV with which the company wants to further one of the most iconic muscle-car sagas.

The two new models made by Kia from South Korea are also committed to electrification, with a fully electric and a hybrid model. The EV6 is a fully electric crossover belonging to the D segment, with which the Asian brand is seeking to revamp the aesthetics of its vehicles. The second new model is the Sportage plug-in hybrid, with which Kia is launching the fifth generation of the popular SUV.

The German Mercedes-Benz firm will exhibit two new products in Barcelona. Firstly, the definitive version of the EQS, the sedan with which the brand of the star is addressing electrification in the luxury F segment,

while it will also present a combustion-engine vehicle in Barcelona, namely the AMG GT Black Series, a super sports car with more than 700 horsepower.

Finally, Renault didn't want to miss out on the show in Barcelona, so it will be presenting the Mégane E-Tech Electric, a new compact and fully electric vehicle, while Dacia will exhibit the Jogger, a seven-seater with which the Romanian company that forms part of the Renault Group mixes the minivan and the crossover.

#### **More than cars**

The innovations on show at Automobile Barcelona won't end with four-wheeled vehicles. Spin, belonging to Ford, and Ray, two firms focusing on personal mobility vehicles, will present three new models in Barcelona: the Spin S-300, an electric bicycle, the Spin 2.3 with Drover, an electric scooter equipped with artificial intelligence, and the Ray 7.7, an electric scooter with which the Catalan Ray Electric Motors firm has made its début in the mobility industry.

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The Urban Mobility Zone, test drives and tracks for electric vehicles, among the show features

## Electrification will be the main focus of activities at Automobile Barcelona 2021

**Under the slogan "*The excitement is back*", Automobile Barcelona, the international motor show organised by Fira Barcelona with the support of Anfac, the Spanish Association of Car and Truck Manufacturers, will be offering visitors and professionals a full line-up of activities with technology, electrification and decarbonisation as the main themes. The event, one of the first in Europe to be held in person since the onset of the pandemic, will be featuring more than twenty vehicle makers unveiling their new products.**

In this sense, the president of Automobile Barcelona, Enrique Lacalle, underscores "*the importance of holding the show under the current circumstances with this great participation of car manufacturers*" and "*doing so with all the enthusiasm we want to give back to the city of Barcelona, a city the show has always been so deeply rooted to, and to all the motor lovers out there, bringing them, once again, the latest novelties and the best experiences and activities*".

Visitors to Automobile Barcelona, to be held from 30 September to 10 October at the Montjuïc venue, with 30 September and 1 October set aside for the press and professionals, will get the chance to experience the latest automotive technologies and get behind the wheel of the latest models presented by the car makers exhibiting at the show. The traditional "boxes" located on Reina María Cristina and Rius i Taulet avenues will offer fans the current ranges of vehicles, including electric cars, hybrids and plug-in hybrids, so that attendees can test out their performance.

The emblematic Montjuïc track will be the test site for motor enthusiasts to familiarise themselves with cars and try them out on a test drive. The site of four Formula 1 Grand Prix races between 1969 and 1975, the variable terrain makes for the ideal venue for buyers to compare different models and engines and find out which one best suits their needs.

### Urban Mobility

The event will also feature the Urban Mobility Zone, a space located in the Plaça del Univers that will recreate the new mobility found in cities and where visitors will be able to try out vehicles designed for personal urban transport, including motorbikes, bicycles and electric scooters, on a specially built track that will also address road safety training.

The president of the show, Enrique Lacalle, considers this space to be fundamental for the dissemination of new models of sustainable mobility. "*We want Urban Mobility to help break down mental barriers and be the place where enthusiasts can discover the benefits of electric motors and other technologies that users may be doubtful of. Here they can see the benefits for themselves and gain insight into how we will get around in the future*".

With the Urban Mobility Zone, Automobile Barcelona wants to contribute to the changing culture in urban transport towards a more sustainable and agile system for all. Companies participating in this space include Servei Català de Trànsit, Arena, Brixton Motorcycles, Horuun, Kymco, m-Motorbikes España, Motos Bordoy (Niu), Ray (Win Life Electric Vehicles), Silence Urban Ecomobility and Sunra (Compatinet).

**Innovation forums for professionals**

Following the European Commission's announcement of the end of the sale of cars with combustion engines by 2035, alternative propulsion systems will also share the spotlight at the professional conferences. On 1 October, Anfac will organise the Electrification Forum, where car makers will address issues such as decarbonisation and electrification of transport as the cornerstones of the post-Covid recovery, and the key role of charging structures in an electrified Europe. Among those expected to attend will be the Minister of Industry, Tourism and Consumer Affairs, Reyes Maroto, and the Executive Vice-President of the European Commission, Franz Timmermans.

For its part, the Society of Automotive Technicians (STA) will also organise five conferences for professionals in the sector specific to topics such as the network of charging points, hydrogen vehicles, connected and autonomous cars, industrial vehicles and mobility as a service or MaaS. In addition, the Spanish Association of Fleet Managers will hold the annual members' meeting at the show.

The event, the only one of the shows held in Spain to be internationally recognised by the OICA (Organisation Internationale des Constructeurs d'Automobiles), will implement the protocol of prevention and safety measures against Covid-19 drawn up by the Fira Barcelona under the advisement of the Hospital Clinic de Barcelona.

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## Show agenda

### Programme of brand presentations \* - Thursday, 30 September

Time	Hall	Brand
8:45 am	Doors open	
8:55 am	1	BMW i4 and iX (electric); Mini Electric
9:30 am	1	Mercedes-Benz EQS (electric) and AMG GT Black Series
9:50 am	1	Ford E-Transit and Ford Mustang Mach-E GT (electric)
10:10 am	1	Kia EV6 (electric) and Kia Sportage (hybrid SUV)
10:45 am	8	Renault Mégane E-Tech (electric)
11:10 am	8	Nissan Townstar, Nissan Ariya and Nissan Qashqai Mild Hybrid
11:35 am	8	Dacia Jogger (MPV)
12:00 pm	Pl. Univers	SEAT/CUPRA electric offensive
12:40 pm	1	Spin S-300 (e-bike) and Spin 2.3 with Drover (scooter)
1:05 pm	Pl. Univers	Ray 7.7 (electric motorbike)
1:25 pm	Pl. Univers	Silence S01 and S01 Plus (electric motorbikes)
1:45 pm	Pl. Univers	Horwin and Arena (electric motorbikes)

\* Schedules updated as of 28 September

# Other activities

## Thursday, 30 September

Time	Hall	Activity
All day	P5 – Room 6	12 <sup>th</sup> AEGFA Congress of Fleet Managers
8:15 am	P8 – TV Arena	<b>Global Car - Automotive and mobility: towards the future</b> With José Vicente de los Mozos, President of Anfac, and Enrique Lacalle, President of Automobile Barcelona
9:30 – 11:00 am	P5 – Room 8	Meetings & Automotive Conference Organised by: Cambra de Comerç and Agència Catalana de Turisme
12:00 pm	P8 – TV Arena	<b>CESVIMAP</b> , MAPFRE's mobility lab With Sandra Pérez Barrientos and Juan Carlos Hernández Primitivo
2:00 pm	P7	Institutional Lunch
4:30 pm	Venue	Official inauguration of the Show presided over by King Felipe VI
7:00 pm	P8 – TV Arena	Presentation of ANFAC media campaign

## 1 October

Time	Hall	Activity
9:30 am – 2:00 pm	P8 – TV Arena	Conference "The challenges of the electrification of mobility", organised by ANFAC and Automobile Barcelona. Main Sponsors: Repsol and KPMG. Sponsor: Siemens
5:00 pm	P8 – TV Arena	13th Automobile Barcelona Awards – El Periódico
6:30 pm	P8 – TV Arena	Talk Juan Francisco Calero
7:00 pm	Venue	Automobile Night

## 3 October

Time	Hall	Act
10:00 am	3 (plaça de l'Univers)	Presentation of Spin Scooter Academy driving training course by VMP - RACC
10:30 am		Departure Montjuic Electric tour 1

## 4 October

Time	Hall	Act
9:00 am	P5 - Auditorium	Conference "Let's get back to normal" Organised by: Fecavem and Gremi Motor

## 7 October

Time	Hall	Act
9:00 am	P5 – Room 6	8th "Industrial Vehicle" Day - STA



**Every day**

Time	Hall	Act
10:00 am – 2:00 pm 4:00 – 7:30 pm  Sunday 10 10:00 am – 2:00 pm 4:00 – 6:30 pm	Plaça de l'Univers	Training and practice track with urban vehicles <ul style="list-style-type: none"><li>• Motorbikes, scooters and electric mopeds</li><li>• Combustion motorbikes up to 125 cc</li><li>• Combustion mopeds</li></ul> PMV Practice Track ( <ul style="list-style-type: none"><li>• E-bikes</li><li>• Electric Scooters</li></ul> )City tours <ul style="list-style-type: none"><li>• Combustion motorbikes (125cc, limited A-2 and higher power bikes without limitation)</li><li>• Electric scooters</li></ul>
4:30 pm		ETWOW Gymkhana