



Fira Barcelona

AUTOMÒBILE BARCELONA

10 - 18 april 2027

8 y 9 april - Press / Professional

Gran Via Venue



AUTOMOBILE, ALWAYS LEADING THE WAY

Automobile Barcelona is moving to Fira Barcelona's Gran Via venue, marking the beginning of a new chapter with new and enhanced opportunities for brands.

Much more than an international motor show, Automobile Barcelona is Spain's leading commercial showcase for the automotive sector: the ideal platform to present new launches, gain visibility, generate media impact and turn it into leads and sales.



AUTOMOBILE AND BARCELONA, ALWAYS WITNESSING THE TRANSFORMATION OF THE SECTOR

With over 100 years of history, Automobile Barcelona is part of the city — and the city is part of Automobile Barcelona.

Barcelona has always embraced the automobile, remaining committed to the sector and playing an active role in its evolution. It is the ideal connection between the industry and the public.

It is the only international motor show in Spain recognised, supported and endorsed by the International Organization of Motor Vehicle Manufacturers (OICA) and the Spanish Association of Automobile and Truck Manufacturers (ANFAC).



AUTOMOBILE BARCELONA IN FIGURES*

The automotive industry event of the year **for brands, customers and enthusiasts.**

TRADE SHOW

30

Brands

13

Premieres

351.021

Visitors

647

Journalists

MEDIA IMPACT

2.353

News about Automobile
Barcelona

585.750.080

Mentions in general media

9.468.648 €

Estimated media value

* 2025 Edition figures

BRANDS IN THE 2025 EDITION

ALPINE

 BALTASAR

BYD


CUPRA



EBRO

e-Miles |  MMe
More Engineering

EVO

Ford

HONDA
The Power of Dreams

 HYUNDAI




kate


KGM


LEAPMOTOR
A LEAP FORWARD

LYNK & CO



MÖBILIZE



OMODA | JNECOO




SEAT

SILENCE 



 SUZUKI

T E S L A

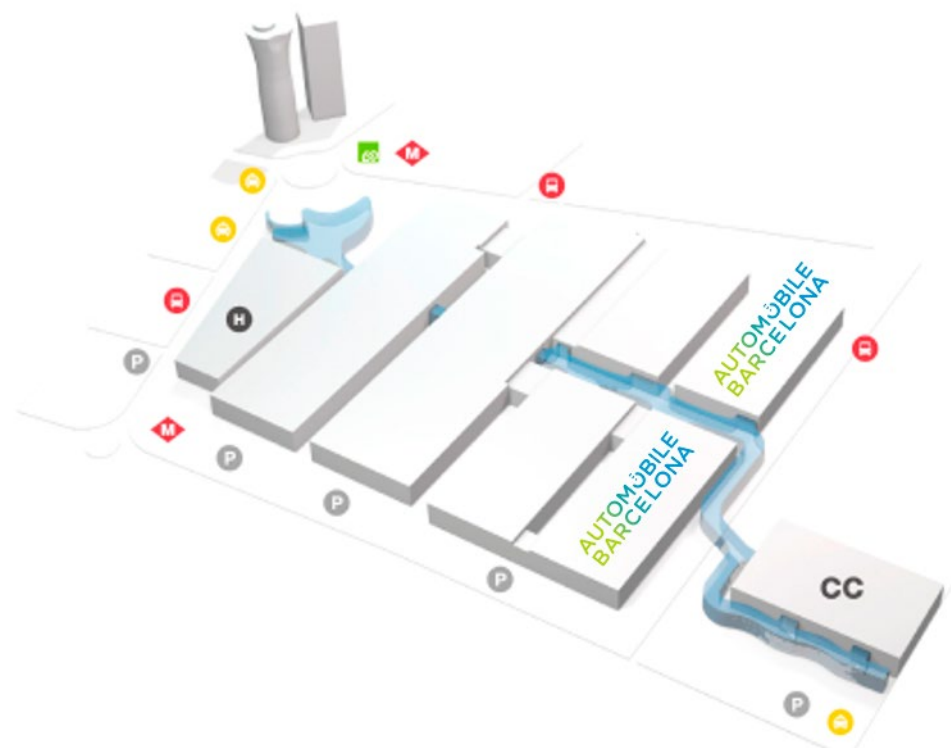

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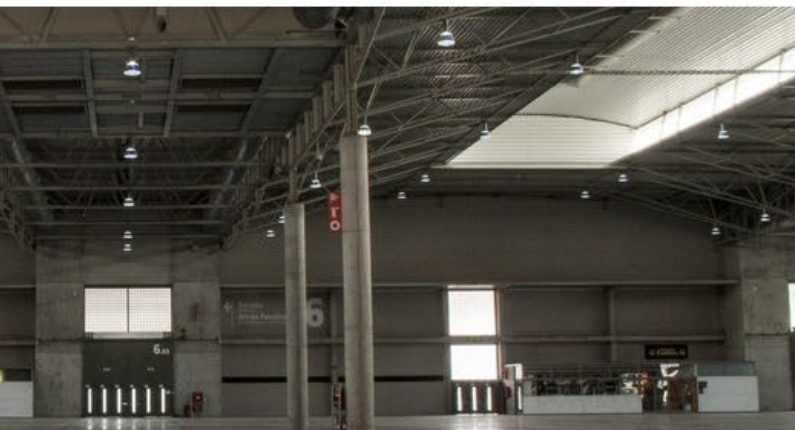
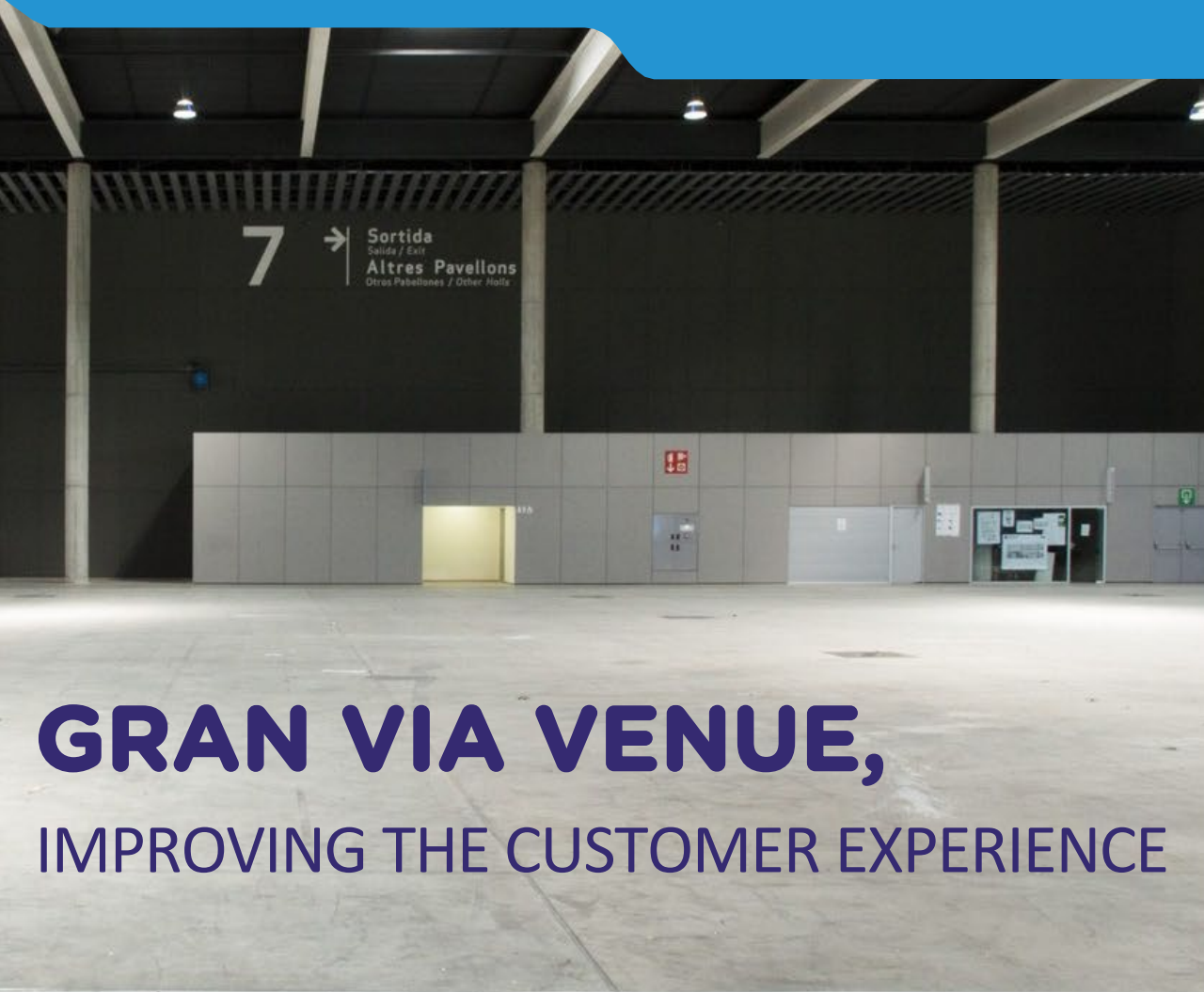
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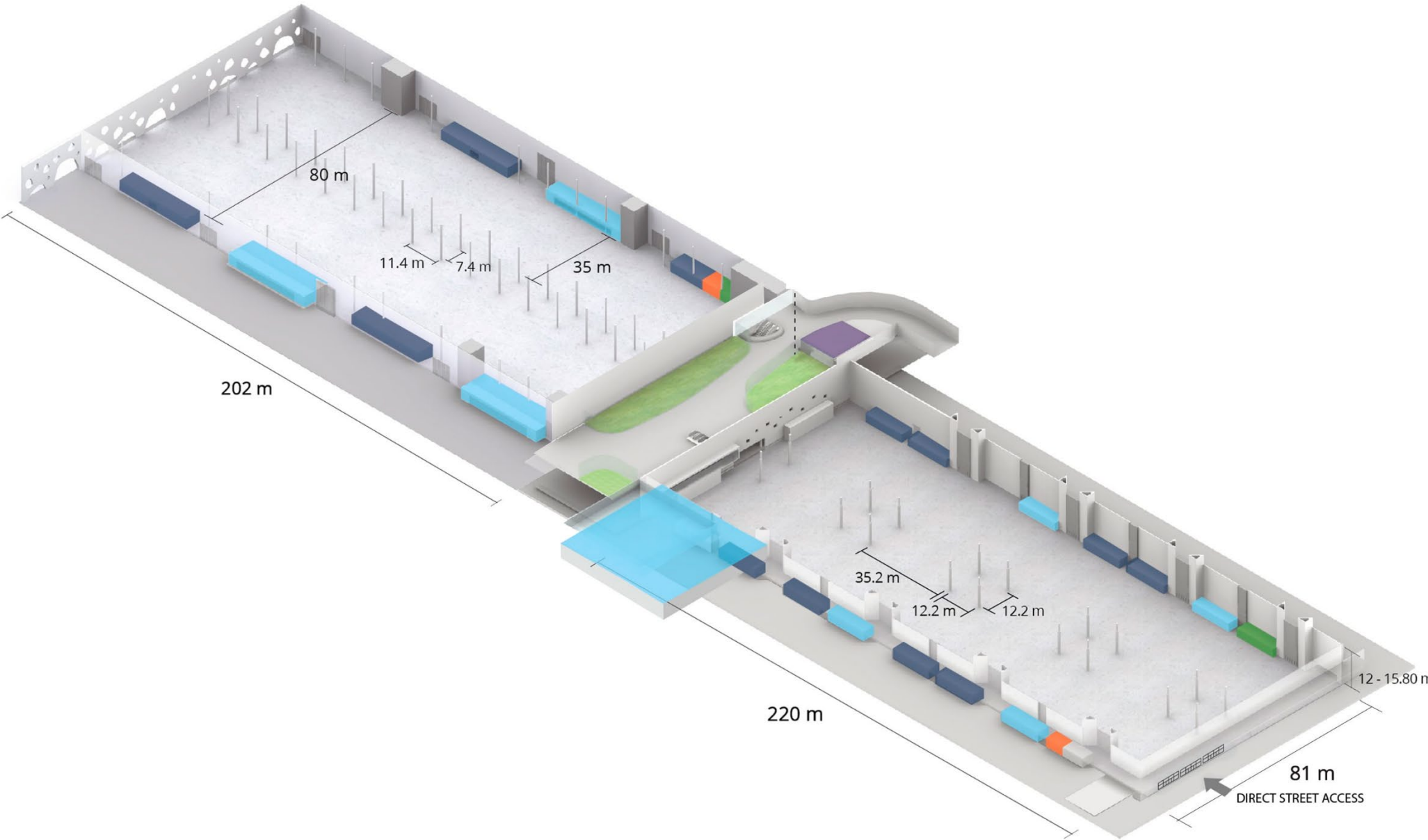
GRAN VIA VENUE

NEW LOCATION





GRAN VIA VENUE, PREMIUM EXHIBITION HALLS



AUTOMOBILE AT GRAN VIA, NEW OPPORTUNITIES, NEW ADVANTAGE

- A venue designed to grow, innovate and deliver a more efficient experience for both exhibitors and visitors.
- Open, flexible spaces, ideal for creating more impactful brand experiences and more comfortable visitor flows.
- Maximum logistical efficiency for build-up, operations and vehicle display.
- Excellent connectivity thanks to links with two metro lines, FGC railway services and multiple bus routes.

01 MOTORSHOW

The main exhibition area bringing together the latest brand launches and mobility solution.



02

TEST DRIVE

THE TEST DRIVE AREA

An outdoor urban circuit at the Gran Via venue where visitors can test the latest launches and discover the unique driving experience offered by each brand and model.



03

PRESS AND PROFESSIONAL DAYS 8-9 APRIL

Dedicated days for trade visitors
and media, featuring exclusive new
model presentations.



04 AUCON Congress

Autonomous driving and connected vehicles

The AUCON Congress will bring the sector together to analyse how these technologies are transforming the automotive industry and paving the way towards safer, more efficient and connected mobility.



WHY TAKE PART IN AUTOMOBILE BARCELONA 2027

**BOOST YOUR DIRECT
SALES WITH HIGHLY
ENGAGED VISITOR
ATTENDANCE**

**BOOST YOUR BRAND
AWARENESS AND
IMAGE THROUGH
GREATER VISIBILITY**

What visitors expect from Automobile Barcelona



60%

Interested in
buying a car



71%

Wants to find out
about brand offers



74%

Interested in test-
driving models



82%

Interested in discovering
the brands and models
on display



65%

Considers Automobile
Barcelona a leading
automotive Marketplace

BE PART OF AUTOMOBILE BARCELONA



INDOOR SPACE
MINIMUM SPACE 16 m²

130€/m²

+10% VAT

Registration fee: €600 + VAT



BOXES
MINIMUM SPACE 16 m²

130€/m²

+10% VAT

Registration fee: €600 + VAT

[Download the
participation form](#)

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