

# mce madrid car experience

## Press Kit

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CAR AND DRIVER



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**22-26  
May**

**2024**

Recinto Ferial  
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## **MCE Brands**

### **A total of 28 brands have confirmed their participation in Madrid Car Experience.**

**This major automobile event will be attended by Abarth, Alfa Romeo, Astara, ByD, Citroën, Cupra, DS Automobiles, Ebro, Fiat, Ford, Honda, Hyundai, Jaguar, Jeep, Kia, Kngloo, Land Rover, Lexus, Mazda, MG, Nissan, Omoda, Opel, Peugeot, Club Porsche España, Seat, Volvo and Tesla; all brands that have made a firm commitment to this new experiential event.**

**Madrid Car Experience, organised by IFEMA MADRID, will be held from 22 to 26 May at the Recinto Ferial.**

**Madrid Car Experience** has announced the confirmed brands that will be present at the major motoring event. The event held over the **five days**, from 22 to 26 May, will offer the public a whole experimental affair built around the automobile world, presenting **the most outstanding and innovative models**.

At the moment, less than a month before the start of the event, Madrid Car Experience has already confirmed their participation of 28 brands: **Abarth, Alfa Romeo, Astara, ByD, Citroën, Cupra, DS Automobiles, Ebro, Fiat, Ford, Honda, Hyundai, Jaguar, Jeep, Kia, Kngloo, Land Rover, Lexus, Mazda, MG, Nissan, Omoda, Opel, Peugeot, Club Porsche España, Seat, Volvo and Tesla**, indicating the importance of being present at this event:

- **Abarth:** An innovative design that sets it apart, representing luxury and exclusivity in the automotive world.
- **Alfa Romeo:** A brand with a heritage of Italian elegance and sporting performance. With its distinctive design and passionate driving spirit.
- **Astara:** one of the emerging manufacturers in the market, it stands out for its focus on sustainable innovation and groundbreaking technology among electric vehicles.
- **BYD:** Leader in electric mobility, with a wide range of efficient vehicles with a focus on quality, efficiency and technological innovation.
- **Citroën:** French style and focus on comfort and practicality to offer a different and accessible driving experience.
- **Cupra:** SEAT's high-performance brand, combining luxury, sportiness and advanced technology for those seeking intense sensations behind the wheel.
- **DS:** Contemporary French style combined with avant-garde and commitment to craftsmanship, elegance and technological innovation.

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- **Ebro:** Spanish automotive brand known for manufacturing commercial vehicles, primarily trucks and vans, with a history dating back to the mid-20th century.
- **Fiat:** Youthful spirit and an Italian icon. Versatile cars that are full of excitement and functionality.
- **Ford:** A renowned American automaker famous for its wide range of vehicles, with an important electric range of vehicles.
- **Honda:** Recognised for its reliability and perfection, this brand stands out for its commitment to efficiency and performance.
- **Hyundai:** A combination of cutting-edge Japanese design, quality and value, offering a wide range of reliable and efficient vehicles.
- **Jaguar:** Synonymous with British luxury and sporting elegance. It results in a sophisticated concept, exceptional performance and high-quality craftsmanship.
- **Jeep:** Heir to adventure, Jeep offers iconic off-road vehicles that combine unmatched style, performance and capability.
- **Kia:** Thanks to its innovative models, this manufacturer offers both impressive and practical vehicles that challenge expectations in their segment.
- **Kngloo:** A relatively new brand focused on innovative and sustainable electric vehicles, aiming to blend cutting-edge technology with eco-friendly transportation solutions.
- **Land Rover:** The car that is a symbol of adventure and luxury in the 4x4 segment: the combination of elegance, comfort and off-road capability.
- **Lexus:** Is the premium craftsmanship, advanced technology, and exceptional reliability, offering a range of luxury sedans, SUVs, and hybrid models.
- **Mazda:** Excellent creations that evoke an exhilarating drive, standing out for their craftsmanship, efficiency and innovative technology.
- **MG:** Its history, rich in sportiness and British tradition, gives rise to exciting and accessible cars that capture the essence of driving pleasure with an eye to the future.
- **Nissan:** Well-known for its innovation and reliability, the brand offers a wide range of vehicles that combine advanced technology, performance and practicality.
- **Omoda:** An emerging automotive brand that emphasizes modern design and advanced features, targeting a younger demographic with its stylish and tech-savvy vehicle lineup.
- **Opel:** The definition of German quality and ingenious design. Stylish and functional vehicles that stand out for their efficiency and comfort.
- **Peugeot:** A focus on intuitive technology makes this brand an exciting and sophisticated driving experience for everyone.
- **SEAT:** A well-known Spanish brand that stands out for its contemporary design and its commitment to dynamic and exciting driving.

- **Volvo:** Swedish automaker celebrated for its commitment to safety, innovation, and Scandinavian design, producing a range of vehicles from luxury sedans to robust SUVs.
- **Tesla:** The pioneering American electric vehicle manufacturer known for its high-performance cars, autonomous driving technology, and its mission to accelerate the world's transition to sustainable energy.

Thus, Madrid Car Experience will host the innovative offer of a wide variety of car manufacturers, from the most emblematic to the new emerging brands in the market, forming part of a showroom with a test area, exhibition or interactive experiences to delight the public with the whole automobile world.

**Access the full list of brands on the official MCE website.**

#### **Madrid Car Experience Partners**

This great event has the support of a selection of sponsors that demonstrate their commitment to the automobile sector, such as **Media Partners** with **AutoBild**, **Car&Driver** and **DAZN**, the leading global sports streaming platform and a benchmark for automobile fans in Spain. With **Carwow** as Digital Partner; and **Goiko** and **Areas** in the gastronomic area.

In addition, there will be **Astara Plaza**, a space where visitors will be able to literally recharge their batteries in Madrid Car Experience, to rest while they learn more about Astara's subscription service, the most flexible and simple way to enjoy a car for months in a proposal that includes insurance, taxes and maintenance in a fixed fee.

#### **Tickets on sale now!**

The public interested in **Madrid Car Experience** can now buy their tickets, taking advantage of the **3x2 and 4x3 discounts** or take advantage of the pre-sale **promotion** (available on the website until 14 May) to buy a ticket for **€9**.

With the purchase of the MCE ticket, the visitor will be able to access all the spaces of the event.

**Madrid Car Experience** will be held in **Halls 3 and 5 together** with the **large outdoor area** that accompanies them, where **the outdoor test boxes** and the **Food&Fun** space will be located, where concerts with live music, a complete gastronomic offer, an **exhibition of**

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**premium cars and a Racing Car Simulator area will take place.**

**Find out more about Madrid Car Experience on their website.**

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## **336,726 cars have been sold in 2024 so far, 8% more than in the same period last year**

**The increase in new car sales in Spain represents stability and robustness in the automotive sector and will be epitomised at Madrid Car Experience.**

**The event will be held from 22 to 26 May at IFEMA MADRID. With almost 30 brands from the sector having confirmed their participation, the event is presented as an excellent sales strategy.**

New vehicle registrations in Spain have grown by 23.1% in April with 92,000 units sold, while in the first four months of the year a rise of 7.8% has been accumulated, with 336,726 registrations recorded. It showcases the good economic performance of the automotive sector so far in 2024, according to ANFAC data.

The positive balance of the industry's economic figures will be reaffirmed with the celebration of **Madrid Car Experience**, a major automotive event in which nearly 30 brands have committed to promoting the main novelties and boosting sales. **From 22 to 26 May**, Halls 1, 3 and 5 of IFEMA MADRID, together with a large outdoor area of the Exhibition Centre, will host a space where the general public will be able to discover the most outstanding trends from brands such as **Abarth, Alfa Romeo, Astara, ByD, Citroën, Cupra, DS Automobiles, Ebro, Fiat, Ford, Honda, Hyundai, Jaguar, Jeep, Kia, Kngloo, Land Rover, Lexus, Mazda, MG, Nissan, Omoda, Opel, Peugeot, Club Porsche España, Seat, Volvo and Tesla.**

The recent figures released by the sector's employers' associations show the good trend in sales. These associations also underline that with a four-monthly increase of almost 8%, they maintain their **forecast of being able to surpass the threshold of one million enrolments in 2024.**

### **Stability and robustness of the automotive sector**

With a 7.7% contribution to **Spain's Gross Domestic Product (GDP)** in 2023, the automotive sector continues to be one of the most stable by combining industrial and commercial activity, which last year reported a production of 2,451,221 vehicles and 949,359 registrations, **as per ANFAC.**

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The robustness of the sector is also reflected in **foreign trade**, where its exports in 2023 amounted to 2,201,802 units, being 13.9% more than in 2022. It means that 9 out of 10 vehicles "made in Spain" last year were spotted on the roads of other countries. The European continent is the main export destination with an overall increase of 90% and an annual increase of 13.4%.

The figures translate into a **trade surplus** for the automotive sector in 2023 of 18,843 million euros, 14.5% more than in 2022, after reporting vehicle exports of 44,574 million euros (a growth of 26.8%), compared to imports of 25,732 million euros.

In terms of **employment**, the sector provides 587,700 jobs, which is 3.8% more than it had in 2019 before the pandemic, according to data from the **National Institute of Statistics**.

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## **The Madrid Car Experience Showroom showcases almost 30 brands, and is the best place to experience new car models**

**This comprehensive exhibition of the automobile sector is the great car experience event coming to IFEMA MADRID from 22 to 26 May.**

**Madrid Car Experience**, Spain's biggest motoring event of the year will feature the most comprehensive range of vehicles and new products on the market. In the **Showroom**, the public will be able to get a closer look and try out the recently released products from the sector's major brands at the event.

The event, organised by **IFEMA MADRID**, will be held from **22 to 26 May** with the presence of 28 brands. More than 150,000 visitors are expected to attend this new event in an exceptional exhibition space where they will be able to experience, test drive and choose their new car from the entire automotive world. Attendees will also have the opportunity to enjoy a full range of leisure activities, music and gastronomy as an essential part of the event, in the Food&Fun zone.

### **MCE Showroom will be the motoring stage**

In addition to the twenty confirmed brands, eight more are to join this year to showcase their newest products at Madrid Car Experience: **Abarth, Ebro, Ford, Kngloo, Omoda, Club Porsche Spain, Tesla and Volvo**. They will join those already present; **Alfa Romeo, Astara, ByD, Citroën, Cupra, DS, Fiat, Honda, Hyundai, Kia, Jaguar, Jeep, Land Rover, Lexus, Mazda, MG, Nissan, Opel, Peugeot and Seat**, giving rise to the best showcase of the automotive world, bringing together historic brands with new companies that are revolutionising the market.

**Abarth**, a racing-inspired brand comes to Madrid Car Experience to showcase the passion for speed and performance in its vehicles; **Ford**, one of the giants of the sector, with its legacy of innovation and durability, will present a range of vehicles that combine advanced technology and performance; **Kngloo**, the newly emerging brand committed to sustainable urban mobility, offering compact and efficient electric vehicles. **Omoda**, the new automotive brand that unites tradition, capacity, technology and quality with innovation and cutting-edge spirit. **Lexus**, synonymous with luxury and quality, combines exceptional craftsmanship with innovative technology to produce premium vehicles with outstanding

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performance. The **Porsche Club Spain**, one of the most important automobile associations in the country, comes to MCE to broadcast the passion for this exclusive brand. The leader in electric mobility, **Tesla** will be present at MCE to showcase its latest high-performance electric vehicles in the midst of the Cyber Odyssey tour, where it will be exhibiting the Cybertruck; and **Volvo**, the Swedish brand that stands out for its commitment to safety and innovation, combining design with cutting-edge technology.

**Discover all the latest news from the brands on the MCE website.**

With this exhibition proposal, Madrid Car Experience has been created as a catalyst event aimed at engaging the public with knowledge on new automotive developments. It provides the opportunity to go on test drives and enjoy a driving experience, encouraging them in their purchase decision and providing all the information on the brands' latest news and updates.

In the **Showroom**, manufacturers and distributors will have the opportunity to display their vehicles to the public and outline the capabilities of the new technologies incorporated in the vehicles, as well as to present the latest innovations in each segment.

**Tickets on sale now!**

Anyone interested in attending **Madrid Car Experience** can get their **discounted** tickets, **3x2 and 4x3** by accessing the advance tickets sale **promotion** (available on the website until 14 May) to buy **your ticket for €9**.

*By purchasing a ticket, visitors will be able to access all the spaces of the event.*

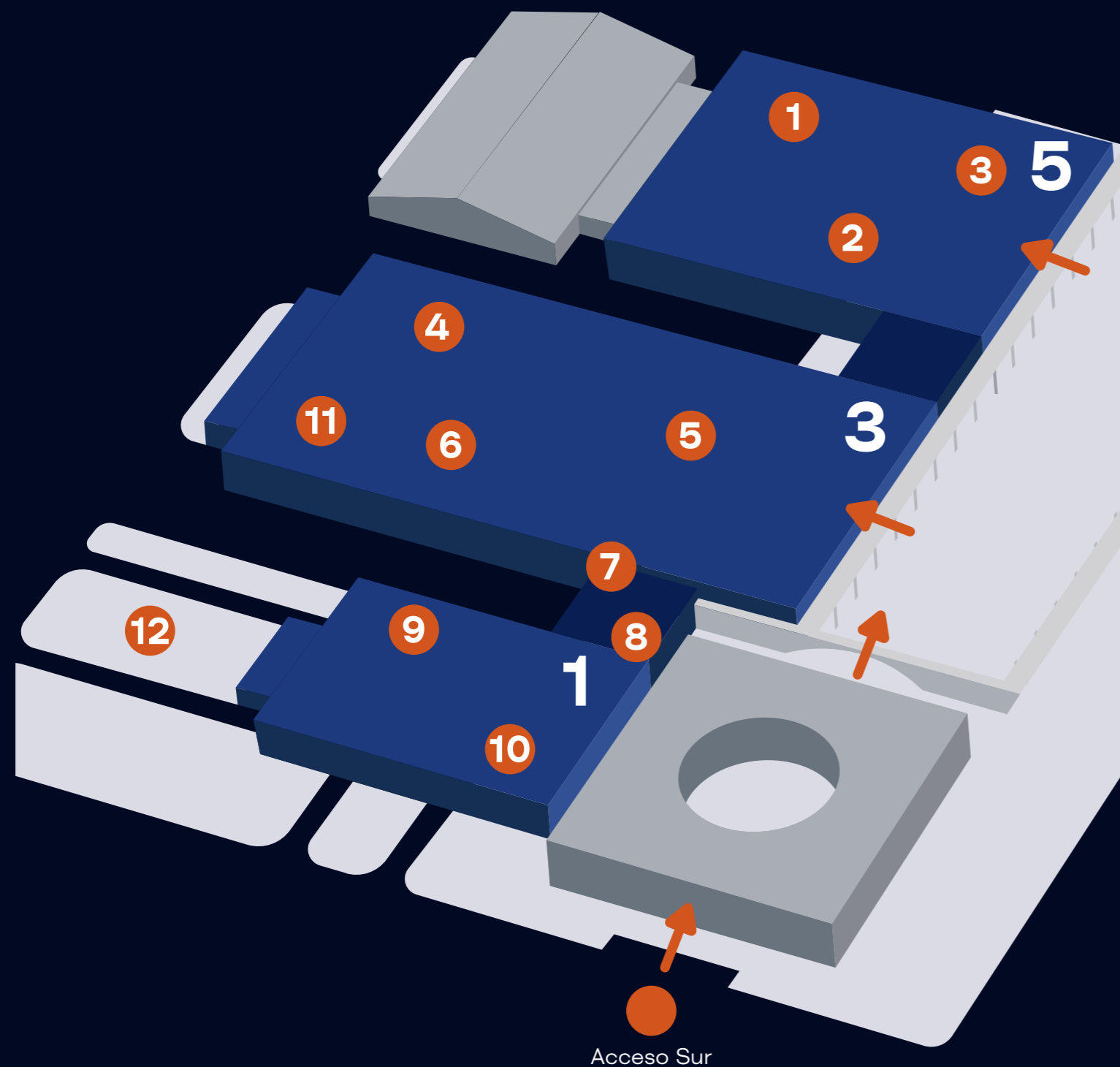
**Madrid Car Experience** will be held in **Halls 1, 3 and 5** and in the outdoor areas next to Hall 1 where the outdoor test drive boxes will be located. Inside Hall 1 there will be the **Food&Fun** zone, where you can enjoy live music concerts, a full gastronomic offer, an **exhibition of premium cars** and a **Racing car simulator area**.

**Find out more about Madrid Car Experience on their website.**

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- 1 **Boxes eléctricos**
- 2 **Autobello Car Exhibition**
- 3 **Showroom Pabellón 5:** ASTARA, BYD, EBRO, FORD, HYUNDAI, MAZDA, OMODA
- 4 **Boxes eléctricos**
- 5 **Showroom Pabellón 3:** CUPRA, HONDA, JAGUAR, KIA, KNGLOO, LEXUS, MG, NISSAN, SEAT CUPRA
- 6 **MCE Forum**
- 7 **SIM Racing Experience**
- 8 **Virtual Photocall Racing**
- 9 **Music Experience**
- 10 **Food Experience**
- 11 **Offroad Experience Porsche**
- 12 **Test Boxes. Marcas:**  
 ABARTH, ALFA ROMEO, CITROËN, DS, FIAT, FORD, HONDA, HYUNDAI, JEEP, LAND ROVER, LEXUS, MAZDA, MG, NISSAN, PEUGEOT, OPEL, SEAT CUPRA, TESLA, VOLVO.