



Brussels Motor Show 2026

Press conferences

PRESS CONFERENCES - CAR & LCV			
Friday, January 9th, 2026			
HALL 6 - 7 - Patio		HALL 5	
7h30	FORD BREAKFAST (6)		
7h50	FORD (6) *		
8h10	BYD (7)		
8h25	MITSUBISHI (7)	8h20	LEAPMOTOR (5)
8h40	TOYOTA (7)	8h40	ALFA ROMEO (5)
9h00	XPENG (7)	9h00	OPEL (5) *
9h20	SUBARU (7)	9h20	PEUGEOT (5) *
9h40	ZEEKR (7)	9h40	CITROËN (5) *
10h00	HYUNDAI (6) *	10h00	DS (5)
10h20	MG (6)	10h20	JEEP (5)
10h40		10h40	KIA (5) *
11h00	MERCEDES-BENZ (P) *	11h00	LANCIA (5)
11h30	<i>Car of the Year (6)</i>		
12h00	MAZDA (6) *		
12h20	HONDA (7)		
12h40	LOTUS (6)		
BREAK			
BREAK			
14h00		14h00	MERCEDES-BENZ (P)
14h20	OMODA-JAECOO (7)		
14h40	ISUZU (6)		
15h00	KGM (6)		
* brands having announced reveal of World Premiere			

All information as known by organiser on January 6th, 2026 – subject to change, error or omission