The annual show presents all new models of the year in one place

Budapest Auto Show

Both online and offline, HVG's annual auto show guarantees a unique user experience for all participants.
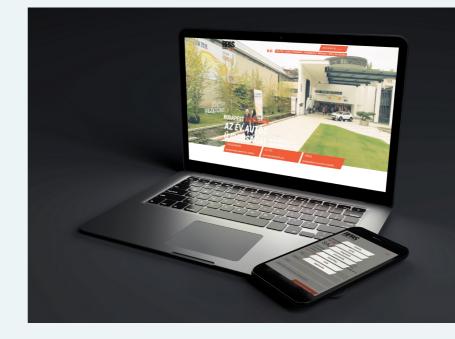
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HVG, a leading media outlet in Hungary, organized the 3rd BPAS exhibition in Budapest in 2019, where more than a dozen manufacturers presented their new models of the year. All 3 days of the event offer programs for every generation: discussion with racers, musicians, influencers and brand ambassadors. Anyone can register to test drives in advance and drive the exhibited vehicles at the venue.
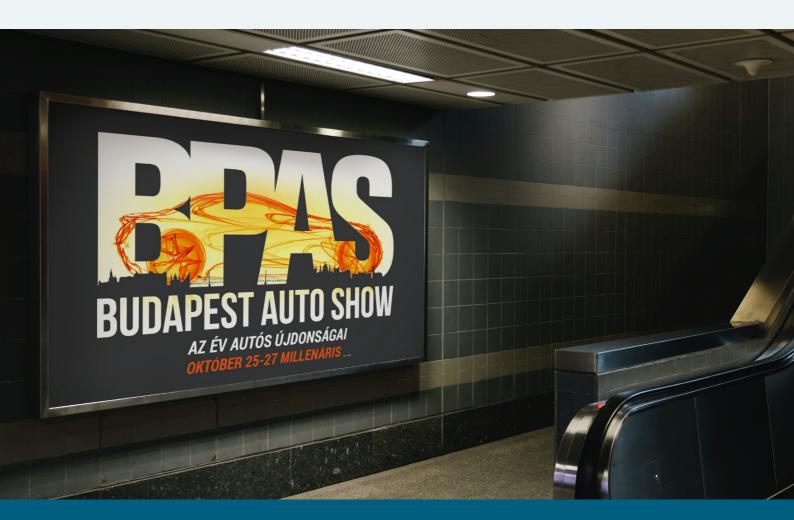
The cooperation with the HVG Publishing Co. and the SMART PR agency started in 2018. Since the exhibition attracts more people every year, a fast platform, responsive design, and the industry partners' proper presentation is a must for the organizers.

The facelift of the former website included new design elements and improved user experience: simple, integrated ticketing software and administration of registration in advance - both connected to a custom CRM database.

More about the programme:
https://budapestautoshow.hu/

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