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PRESS RELEASE

Autoworld closes 2025 with a fourth consecutive record year and 245,000 visitors

Autoworld Museum Brussels looks back on a strong and consistent year in 2025.

With more than 245,000 visitors, the private museum recorded its highest attendance for the fourth year in a row, confirming its position as one of the most visited museums in Brussels. This achievement is particularly noteworthy in a context where overall museum attendance in Brussels declined by approximately 2%. Ticket sales remained stable, while participation in activities and events continued to grow.

These results reflect a deliberate and ongoing focus on content and visitor experience. As a private museum, Autoworld complements its permanent collection with a continuously evolving programme of temporary exhibitions.

These exhibitions are enhanced by activities closely linked to their themes and designed to actively engage the public, including Cars & Coffee gatherings, parades and numerous opening events associated with the exhibitions.

According to Sébastien de Baere, General Director of Autoworld:

"Each year, finding themes that appeal to a broad and diverse audience is a real challenge. It is precisely these thematic choices, combined with additional activities around the exhibitions, that make Autoworld so attractive and encourage visitors to return several times a year."

HIGHLIGHTS OF 2025

The year began with the exhibition **"110 Years Maserati"**, an extensive retrospective of the iconic Italian brand, featuring 55 unique vehicles and realised **in collaboration with Maserati and the renowned Umberto Panini Collection**.

This was followed by **"Rally Legends – From Dust To Glory"**, a tribute to the world of rallying, with special attention given to **world champion Thierry Neuville**, who also attended the opening evening.

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In May and June, the spotlight was on the **Citroën DS**, celebrating the 70th anniversary of this legendary model.

During the summer months, Autoworld experienced a record-breaking season with “**Big in Japan**”, an exhibition highlighting Japanese culture and automotive history, which attracted an exceptionally large number of visitors.

“**German Tuners**” offered a nostalgic look back, complemented by a genuine 80s & 90s party that revived the atmosphere of those decades within the museum and proved highly popular with visitors.

The year concluded with the opening of the major end-of-year exhibition “**Mercedes, The Story of the Star**”, developed in partnership with Mercedes-Benz Benelux and the Mercedes-Benz Museum in Stuttgart. The exhibition brings together no fewer than 60 legendary vehicles to mark the brand’s 140th anniversary. (The exhibition runs until the end of February.)

In addition to its exhibitions, Autoworld organised numerous activities and events throughout 2025, including the annual **Love Bugs Parade**, several Cars & Coffee gatherings, participation in **Museum Night Fever**, a **Halloween event** and the hosting of the auction house **Aguttes**, during which nearly 100 vehicles were sold. The museum also hosted the annual exhibition of the Brussels association **BEL** (Brussels Expertise Labels), of which Autoworld is a member. These events played a key role in strengthening audience engagement.

THANK YOU FOR A SUCCESSFUL 2025

Autoworld Museum Brussels would like to thank all visitors, partners and automotive enthusiasts who once again made 2025 a successful year. Their continued interest and commitment form the foundation for the museum’s future development.

OUTLOOK SPRING 2026 – SAVE THE DATES

Spring 2026 promises to be particularly dynamic.

Volkswagen Beetle enthusiasts are invited to gather on **Sunday 15 February 2026** on the esplanade of the Cinquantenaire Park for the 16th edition of the “**VW Love Bugs Parade**”. More than 250 iconic vehicles will come together before parading through the streets of the capital.

The current **Mercedes exhibition** will conclude on **22 February** with a large-scale **Cars & Coffee** event.

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In March and April, “**Lancia 120 Years**” will pay tribute to 120 years of Italian design, technology and sporting heritage, including a special **Cars & Coffee on 19 April**. In May and June, **Aston Martin** will take centre stage with an exhibition dedicated to the British marque, renowned for its elegance, performance and craftsmanship.

The year 2026 will also be a milestone for Autoworld, which will celebrate its 40th anniversary. Throughout the year, the museum will mark this jubilee with special activities and initiatives for visitors.

In addition, 2026 represents a personal milestone for Sébastien de Baere, who will mark 15 years at the head of Autoworld. Looking firmly to the future, he confirms that the museum’s story is far from over.

A large-scale renovation is already planned for 2027, preparing Autoworld for the challenges ahead. Further details will be announced in due course.

Through this ambitious programme, Autoworld continues to invest in content, experience and innovation, building a forward-looking future for the museum.

Practical information – museum

Daily: 10.00 am – 5.00 pm

Weekends: 10.00 am – 6.00 pm

Admission prices – Autoworld

Adults: €18

Reduced rate: €14 (students, seniors, children aged 4–12, groups of 15 people or more)

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