



2026 Milwaukee Auto Show Moves to Wisconsin State Fair Park and Shifts to New Spring Dates – May 14-17

New Outdoor Display Areas Expand Test Drive Opportunities

WHAT:

The [Milwaukee Auto Show](#) returns in 2026 with a major update — moving from its traditional winter schedule to spring (**May 14-17**) and relocating to **Wisconsin State Fair Park**. The new venue allows both indoor and outdoor displays, creating more space for test drive experiences, expanded vehicle exhibits and larger collections of custom and classic vehicles. Attendees can explore the latest new cars, trucks, SUVs and crossovers from **20-plus brands** in a relaxed, sales-free environment. Visitors can sit in vehicles, compare features, speak with product specialists and test drive select models. The show will also feature specialty customs and restored classics.

WHEN:

Thursday, May 14 – Sunday, 17, 2026

- Thursday: 12 p.m. – 9 p.m.
- Friday and Saturday: 10 a.m. – 9 p.m.
- Sunday: 10 a.m. – 6 p.m.

WHERE:

Wisconsin State Fair Park – Exposition Center
8200 W. Greenfield Ave, West Allis, WI 53214

PARKING: Onsite parking available for \$10.

WHO:

Owned and presented by the Automobile Dealers Association of Metro Milwaukee (ADAMM) and produced by Steve Freeman Events. Automotive manufacturer representatives and product specialists will be available for interviews and demonstrations.

TICKETS:

Admission to the event is \$15 adults (13 and older), \$12 seniors (62 and older), \$12 military and first responders, and children under 12 free. Purchase tickets online at www.AutoShowMilwaukee.com.

SOCIAL:

Facebook: [@greatermilwaukeeautoshow](#)

Instagram: [@milautoshow](#)

PHOTOGRAPHY: Photography is available by contacting deedee@spinpr.com.

CONTACT:

DeeDee Taft, Spin Communications
415.380.8390, deedee@spinpr.com