



## **2026 Milwaukee Auto Show Shifts to May and Expands Outdoor Experiences, and More New Location at Wisconsin State Fair Park Brings More Test Drives, and New Car Culture Showcase**

**WEST ALLIS, Wis. (May 5, 2026)** –The [Milwaukee Auto Show](#) returns in 2026 with a bold new format designed to deliver a more interactive experience. Moving to **Wisconsin State Fair Park** and shifting to spring dates, **May 14–17**, the show introduces increased ride-and-drive opportunities, more customs and classics, and a new enthusiast-focused feature: **Milwaukee Motorfest**.

Debuting this year, **Milwaukee Motorfest** (Saturday–Sunday, May 16–17) is a show-within-a-show celebrating car culture. The feature brings together enthusiasts and collectors displaying classic, vintage, race, muscle, and custom vehicles, offering attendees the chance to connect, share stories, and engage with the local automotive community.

The show offers a comprehensive look at the latest cars, trucks, SUVs, and crossovers from **25-plus brands**, in a relaxed, sales-free environment. Attendees can explore vehicles up close, compare features side by side, speak with product specialists, and test drive select gas, hybrid, and electric models from **Ford, Mazda, and Toyota**.

“With fuel costs and affordability top-of-mind, today’s vehicles offer more value than ever,” said Brian Moody, independent automotive expert and analyst. “Visitors to the Milwaukee Auto Show will find models that deliver excellent fuel efficiency—including hybrid and gas-powered vehicles that achieve impressive mileage -- 40, 50, and even 60 miles per gallon. Plus, there are plenty of feature-rich new cars available priced under \$30,000.”

This year’s auto show will also feature:

- **Kids EV Test Track** – Children can drive mini electric vehicles on an indoor course, with proceeds supporting Junior Achievement of Wisconsin (hours: Thurs. and Fri. 4-7 p.m. and Sat. and Sun. 12-4 p.m.).
- **West Bend Dyno** – This top tuning shop will display high-performance vehicles and a mobile dyno measuring horsepower and torque live.

- **Bennett Coachworks** – A collection of restored classic cars.
- **Diamond Graphics** – Custom automotive wraps and graphics on display.
- **Run It Wisconsin** – Regional enthusiasts showcasing a wide range of custom vehicles.
- **High School Technicians of Tomorrow Competition** – On Fri., May 15, from 10 a.m. – 2 p.m., local high school students will compete in a live technician challenge for a chance to win thousands of dollars in scholarships and tools. This is a great opportunity to learn about the demand for automotive technicians in the workplace and educational opportunities.
- **Boy Scouts Pinewood Derby Car Building and Racing** – On Sat. and Sun., from 10 a.m. – 4 p.m., Potawatomi Area Council Scouts will help kids build and race Pinewood Derby cars with Legos.

“This move to a spring timeframe and a more flexible venue allows us to elevate every aspect of the show — from hands-on experiences and enthusiast engagement,” said Automobile Dealers Association of Metro Milwaukee President Deb Kruse. “Milwaukee Motorfest adds an exciting new dimension by bringing the local car community directly into the event.”

The Milwaukee Auto Show will be open to the public Thursday, May 14 through Sunday, May 17, 2026, at Wisconsin State Fair Park (Exposition Center) 8200 W. Greenfield Ave., West Allis, WI 53214. Show hours are Thursday, 12 p.m. to 9 p.m., Friday and Saturday 10 a.m. to 9 p.m., and Sunday 10 a.m. to 6 p.m. Admission to the event is \$15 for adults, \$12 for seniors (62 and older), and children 12 and under are free. Onsite parking is available for \$10. Purchase tickets online at [www.autoshowmilwaukee.com](http://www.autoshowmilwaukee.com).

#### **About Milwaukee Auto Show**

The Milwaukee Auto Show is owned and presented by the Automobile Dealers of Metro Milwaukee, Inc. (ADAMM) and produced by Steve Freeman Events. Visit [www.autoshowmilwaukee.com](http://www.autoshowmilwaukee.com), or follow [@greatermilwaukeeautoshow](https://www.facebook.com/greatermilwaukeeautoshow) on Facebook and [@milautoshow](https://www.instagram.com/milautoshow) on Instagram.

#### **About Wisconsin State Fair Park**

Wisconsin State Fair Park is a year-round entertainment venue hosting hundreds of events and meetings annually throughout the four seasons, including the annual Wisconsin State Fair, presented by T-Mobile. The Wisconsin State Fair takes place for 11 days each year and welcomes an average of one million visitors to experience the state’s largest agriculture showcase as well as a plethora of food, shopping, rides, games and entertainment. The State Fair Park is home to the Exposition Center, The Dairy Building, Tommy G. Thompson Youth Center, Milwaukee Mile, The Wisconsin Building and many other facilities. Visit [WiStateFair.com](http://WiStateFair.com).

#### **Contact:**

DeeDee Taft  
Spin Communications  
[deedee@spinpr.com](mailto:deedee@spinpr.com), 415.380.8390

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