

GTEST Alsfeld 2026

PRESS RELEASE

GTEST ALSFELD 2026 WRAPS UP AS NEW CAR DRIVE DEBUTS AND DESIGN SHOWCASES DRAW MEDIA AND INFLUENCERS FROM ACROSS EUROPE TO ALSFELD

Alsfeld, Germany, 6 July 2026 – For the sixth time in a row, Alsfeld in the heart of Germany played host to GTEST for this summer's test event. 30 automotive brands were represented with over 60 new cars and prototypes; more than 80 media and influencers from around the world attended the three days of vehicle test drives, comparisons and content creation.

The event brought together one of the most comprehensive line-ups of new vehicles of the year, with cars available for extensive back-to-back test drives. Journalists experienced everything from high-performance icons such as the Porsche 911 Turbo S, Land Rover Defender Octa and Hyundai Ioniq 6 N to the latest generation of electric and hybrid models from BMW, Mercedes-Benz, Volkswagen, Volvo, Xpeng, Kia, BYD, Toyota, Lucid, Cadillac, Geely and many more.

In addition, several important upcoming models and technologies—including the Geely E2 prototype, Gentex Q8 prototype, Hyundai Ioniq 3, Mazda CX-6e and Škoda Peaq—were showcased as static presentations. Complementing the driving programme, attendees also had exclusive access to senior industry leaders, with interview opportunities featuring David Green, VP Strategy, Products & Offers at Lynk & Co, Dr. Alexander Krepp, Chief Quality Officer at Volkswagen Group, and Markus Schrick, Managing Director of Xpeng Germany, providing valuable insights into future products, technologies and market strategies.

Now in its sixth year, GTEST is presented by the CDE organisation, which also hosts Car // Design Event (Munich, 1-3 March 2027), as well as the GCOTY Awards and CDE Classic (The Loh Collection, Dietzhölztal, 21-23 September). The event attracts a large majority of automotive brands present in the European market. The brands utilize the opportunity to showcase their latest products and offer test drives to the top media and influencers in Europe.

The event precedes the GCOTY Awards' online voting in August, followed by the awards presentations in September, and is considered a key opportunity for both GCOTY Awards jurors to test the year's newest cars.

This year's event was supported by Altastic, Autocom Associates, Bridgestone, Gentex and OpenWB.

ENDS

Media Contacts / Links

GTEST attendance is by invitation / registration only. For enquiries and media accreditation, contact: media@cardesignevent.com

Media materials can be downloaded from [our photo portal](#)
More information can be found on [GCOTY.com](https://www.gcoty.com)