



Press Release
June 20th 2017

**The Paris Motorbike Show
October 4th to 14th 2018
Paris expo Porte de Versailles**

The Motorbike Show will once again shine internationally during the Paris Motor Show

For its new edition, the Paris Motor Show, the most visited automotive event in the world, introduces a revisited calendar, enriched content and promises of new encounters, all on a renovated site which allows to welcome participants in optimized conditions. More than ever the Paris Motor Show deserves its identity, it's the MONDIAL.

Since its creation 120 years ago, the Mondial has been the window of innovation. At the very heart of Paris, the Mondial is still an invitation to renew one's dreams. Today more than ever, its goal is to anticipate new practices and accompany new services.

The 2018 Mondial will take place from **October 4th to October 14th 2018.**

Automotive Press Days: **Tuesday October 2nd and Wednesday 3rd 2018.**

Motorbike Press Day: **Wednesday 3rd 2018.**

Six late-night openings for the general public.

For your comfort, we will welcome you in a central and **spacious press area** (Pavilion 2.1) where you will be able to work in the best conditions (WIFI and wired Internet connections).

The visitor admission fee is still **16 euros**. New opportunities for reduced admission fees will be available (off-peak hours, end of the day etc) as well as the free admission for children under age 10 and reduced fees for teenagers and young adults.

MORE CONTENT

Additionally to the traditional Mondial and the themed and historical exhibition -which this year will highlight Motorbike, Automotive and the Road-, we can already announce among the many innovations of this edition:

- **The Mondial develops a new visiting experience for the general public.**

- **The Mondial de la Moto (Paris Motorbike Show)** (Pavilion 3)

An entire hall will be devoted to motorized 2/3 wheels, an opportunity to go back to the origins of the Show which for a long time brought together automotive and motorcycle. The world of motorcycles will be enhanced thanks to a new staging concept.

- **The Supercar Zone** (Pavilion 1)

For the first time and in order to satisfy the expectancies of new luxury brands, the Paris Motor Show will offer a specifically set-up zone, allowing them to enchant the visitors as well as meet with clients in privileged conditions.

- **Mondial de la Mobilité (The Paris Mobility Show)** (Pavilion 2.2)

The general public will discover the new players of the digital world as well as the new practices and services of mobility, thanks particularly to interactive events.

- **The Mondial innovates and offers a platform for inter-professional exchanges.**

- **Keynotes**

An international forum on the future of Mobility will take place on Monday October 1st. Inspired by the Davos Forum, the “Paris of Mobility”, it will bring together the biggest players: managers from the industry, leaders of the digital world, political and economic decision-makers and researchers.

- **Mondial.Tech**

The 7.3 Pavilion will welcome professionals to conferences and presentations of the innovations of the future. It will host the best offers in terms of technology, born in start-ups and developed by the players of the digital world.

NEW IDENTITY



Link to download logos : <http://www.mondial-paris.com/presse>

The Mondial revamps its graphic identity to reflect latest Show developments prior to rolling out a marketing campaign next year.

The new banner was created by **Havas Paris** for the highly popular Paris event focused on digital and tech developments. The banner was designed so as to convey timeless elegance, stand out better among other European shows and raise the Show's global profile.

The new graphic identity, underpinned by luxury, style and modernity, consists of a rectangle and Paris graphics and feel recalling luxurious Parisian houses.

The design provides a consistent visual identity for all Show events while showcasing a slogan fostering the notion of mobility - conveyed by the "O" which, through its design, comes across like a wheel and recalls high-tech digital motion.

Lucas Mongiello, Havas Paris Art Supervisor, said: *"The new graphic identity conveys an all-inclusive, modern concept of mobility. The Mondial de la Moto should always remind us of the motorbike industry's past, present and, most importantly, future".*

About Havas Paris

<http://presse.havasparis.com/l-agence-havas-paris-en-2016/>

Havas Paris is a leading PR and advertising firm in France, where it is second largest, and Europe. Headed by Julien Carette, Chief Executive Officer, and Christophe Coffre, Chief Creative Officer, the firm provides all PR and advertising services covering advisory, creation and content, with a view to enhancing the reputation and brand image of businesses with their target audiences, including when shopping. The firm is backed by a broad array of talents to build and roll out ever more creative, all-embracing and digital marketing campaigns combining advertising, PR & ePR, social media, content, events and design... capable of reaching more disperse, fragmented and mobile audiences.

Historical reminder: the Mondial :

The first automobile show in the World in terms of attendance (1 072 697 visitors in 2016) and of media exposure (10 000 journalists, including 55% from 100 countries), the Paris Motor Show is also the oldest show dedicated to automobiles, a good reminder that automobiles are a French invention !

In 1898 the Jardin des Tuileries welcomed the first international exhibition dedicated to the most important automotive brands of the time. Not everyone can exhibit: in order to do so, vehicles must first undergo a journey from Paris to Versailles and back. A 40 km drive to prove that they are real automobiles, able to move by their own means!

Three years later, the Show moved to the Grand Palais... for 60 years! Two World Wars did not defeat the event which reached one million visitors in 1954. And yet leaving the French capital was never an option, as it was so closely linked to the Show. In 1962, it moved to the Porte de Versailles, for good.

Among others, the Paris Motor Show is supported by the CCFA (the French automobile manufacturers committee), the FIEV (the federation of industries of vehicle equipment), the CSIAM (the international association for Automobiles and Motorcycles), the FFC (Fédération Française de Carrosserie Industries et Services)...

Historical reminder: the Motorbike Show:

It was in 1901 at the Grand Palais that the word "cycle" (term regrouping bicycles and motorcycles) first appeared in the actual name of the annual Show thus called "the International exhibition of Automobiles, Cycles and Sports". Motorcycles were displayed in the Grand Palais, usually in the galleries du Balcon.

Starting 1974, on even years, the Automobile Show was called "the Automobile and Motorbike Show".

In 1993, the Motorcycle Show and the Cycle Show came together and became "the Paris Two-Wheel Show".

In 2011, at the Porte de Versailles, the Show became « the Paris Motorbike, Scooter and Quad Show ».

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