

MONDIAL

PARIS MOTOR SHOW

Press Release
October 14, 2018

The Mondial Paris Motor Show 2018: over one million participants!

Once again, the public has largely taken part in the 120th anniversary of the Mondial Paris Motor Show 2018. In spite of a shorter duration of the Show -from 16 to 11 days - the Mondial has gathered 1 068 194 participants. It remains the most visited automobile event in the World, largely ahead of the IAA in Frankfurt (810,000 visitors in 2017) and the Geneva Show (660,000 visitors in 2018).

A revisited Paris Motor Show bringing together automobiles, motorcycles, mobility, tech and events organised beyond the walls of the Porte de Versailles.

With these new events organised beyond the walls of the Porte de Versailles - such as the 120th anniversary parade and the place de la Concorde test-drive center- the Mondial has managed to outgrow the traditional format of an automobile show. By associating, within the Porte de Versailles, the Paris Motor Show, the Mondial de la Moto, the Mondial de la Mobilité, Mondial.Tech, Mondial Limited, the historic exhibition "Routes Mythiques" (Legendary Roads), by creating new event formats such as the conference Tomorrow in Motion on October 1st, the Mondial Women special evening, as well as the Mondial.Tech Startups Awards, by welcoming the CES Unveiled Paris 2018, Google and Facebook events, the Mondial Paris Motor Show has introduced a new format in the world of automobile shows.

On September 30th the Mondial hit hard by privatising the Place de la Concorde for an enchanting gathering of vintage and modern vehicles which have left their marks on the 84 editions since the creation of the Show in 1898 by the Automobile Club de France in the Jardins des Tuileries. Collectors and heritage services of different makes brought into the light their most beautiful jewels and drove them on the streets of Paris. The makes Renault (120 years old), Peugeot Motocycles (120 years old) and Citroën (nearly 100 years old) celebrated their anniversaries together. The public came in large numbers to discover the exhibition (83,716 visitors at the peak of the 2.00 pm parade- source Orange Business Services) and to gather along to watch the passing parade. Today's automobile passion is part of a 120 years tradition of technical innovations and human progress.

The Place de la Concorde General Headquarters then turned into an eco-friendly vehicle test-drive center, one of its kind in the world. A dozen manufacturers attended, in addition to Engie and Air Liquide, to present the new ranges of electric, hybrid, hydrogen and NGV vehicles as well as new energy-efficient solutions to a wider public. Millions of people were able to witness that automobile manufacturers were ready to face the challenge of environmental issues at the heart of major cities!

At the Show, Porte de Versailles, the exhibitors offered visitors innovative contents and a re-imagined experience.

Automobiles are increasingly becoming technological products. Visitors were able to envision the mobility of the future projected by manufacturers: new on-board experiences through connectivity, vehicle customisation, autonomous driving, autonomous shuttles, robot-taxis, urban distribution vehicles.

The future is a source of inspiration and dreams and the many « concept cars » presented during the Show made the visitors vibrate.

The Show is now also an entertainment provider with shows, interactive events and even special evenings with famous bands and DJs.

An influential media, with strong ROI

Every day, past attendance records were beaten. This performance was both in quantity and in quality. According to the exhibitors, record business performances were reached, in terms of attendance, new business contacts and most of all order intakes! All the ROI indicators are on the rise.

The Mondial Paris Motor Show asserts its position as the most efficient media to meet the public and thrill its client and future client community.

The figures of its digital impact are mind-blowing:

- By itself, the website of the Mondial had generated for its exhibitors over 11,000 automobile test-drive requests, over 6,600 motorcycle test-drive requests, as well as 70,000 business opportunities or “hot leads”
- +1500 % Google requests involving the Mondial Paris Motor Show were registered (2018 versus 2016, figures closed on October 5 - Sources Journal de l’Auto and Google France)
- 30,000 media fallouts have been counted (+155% versus 2016, source Kantar Media and Meltwater) during the duration of the Show thanks to the increase of the number of journalists attending (10,452 accredited journalists)
- The web « reach » rises to over 18 billion views during the first two weeks of October 2018 and over 36 billion overall during 2018.

The Mondial has shone well beyond the limits of the Show. According to a CSA study undertaken two weeks prior to the opening, 88% of French people know the Show, 33% would have liked to visit it if they had had the possibility, 32% will consider the information they gathered, particularly 40% of those intending to buy within 6 months, which means the Show has influenced the future purchase of over 400,000 new vehicles.

Better yet, according to the same CSA study, 53% of French people were waiting to discover the innovations which were presented before considering replacing their vehicle. During this edition, low fuel consumption, low pollutant emissions and safety were crucial criteria on which were based the decision to replace a vehicle. Connectivity technologies and new mobility solutions take an increasingly important part in purchase intentions. Consumers are thus ready to experience tomorrow’s mobility!

A new event at the forefront of tomorrow’s technologies

The first edition of Mondial.Tech, the show dedicated to innovation, for professionals of the industry only, gathered 21,564 participants and 260 exhibitors for 127 intense conference and workshop sessions. Mondial.Tech was met with great enthusiasm, enjoying an exceptional live coverage of 4.7 million views for 1.3 million professionals reached, particularly on social networks LinkedIn and Twitter.

Additionally, thanks to the partnership with Teads, the conference Tomorrow in Motion which took place on October 1st (keynotes and discussion panels with the great leaders of the automobile, transportation, tech and energy sectors) generated over 520,000 views in ½ day in 6 countries: France, the US, Japan, Germany, China, the United Kingdom.

These figures are bound to increase as all the contents of the events are now available in VOD on the website www.mondial.tech

After 5 days of intense competition, from October 2nd to 6th, WeProov won the Mondial.Tech Startups Awards. The French startup has won the First Prize competing against 478 other candidates from 53 countries, divided into 8 categories:

- Security, Automatization and Cybersecurity (sponsored by Atos) – won by [WeProov](#) (France)
- Sustainable Mobility (sponsored by Transdev) – won by [GoTo](#) (Israel)
- Electrification & Hybridization (sponsored by Magna International) – won by [Silicon Mobility](#) (France)
- Material and Weight Reduction (sponsored by Plastic Omnium)- won by [Gazelle Tech](#) (France)
- Well - Being (sponsored by Faurecia) – won by [Nanomade](#) (France)
- Storage and Energetic Systems (sponsored by Air Liquide) – [EP Tender](#) (France)
- Connectivity and ITS (sponsored by l'Alliance Renault Nissan Mitsubishi) – won by [Parkbob](#) (Austria)
- Industry 4.0 (sponsored by Nokia) – won by [Arculus](#) (Germany)

The next edition of the Mondial Paris Motor Show promises to be technology oriented as it is present, more than ever, in the DNA of automobile manufacturers and equipment manufacturers.

LOOKING FORWARD TO THE 2020 MONDIAL PARIS MOTOR SHOW!

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