

MONDIAL

PARIS MOTOR SHOW

Press Release
February 8, 2018

Mondial Paris Motor Show
October 4 to 14 2018
Paris expo Porte de Versailles

A NEW COMMUNICATION CAMPAIGN FOR THE MONDIAL PARIS MOTOR SHOW

After creating a new graphic identity for all its brands (Mondial Paris Motor Show, Mondial de l'Auto, Mondial de la Moto, Mondial de la Mobilité and Mondial.Tech), the Mondial Paris Motor Show unveils its new advertising campaign. It will be revealed to the general public in the press and on bill boards starting April and aired on TV next September.

With its sober design, this campaign shows with humour and self-mockery - both for the billboard and the TV campaign- different driving habits. Two different design concepts have been imagined, one for the press and billboard campaign, the other for the advertising film. Each concept has been developed as a mini-series.

The visual items of the press and billboard campaign have borrowed their elegant style to the world of luxury. Hands of automobile and motorcycle drivers, both men and women, are showed in driving position. The visitors are thus projected behind the wheel or handlebar of their dream vehicles. The Irish art photographer Cormac Hanley created this 4-poster series especially for the 2018 Mondial Paris Motor Show.

As for the advertising film, it features Stephan Fahr-Becker, an automobile designer passionate of anything on wheels, performing mimes and sounds, pretending alternately to be driving a sports vehicle, an electric car, a motorcycle and a scooter in four different films.

This campaign shows the evolution of automobile shows towards communication. This appears clearly in the many new features of the next edition both in terms of content and experience for the visitors.

Its ambition is also to restore the value and status of the Mondial Paris Motor Show while preserving the passion and emotion which have characterized this historic rendezvous for 120 years.

According to Lucas Mongiello, Art Supervisor at the Havas Paris agency: «This brand campaign focuses on experience; an experience which brings to life imagination and pleasure of driving. For children and adults, whether you love convertibles, sports bikes, electric cars or scooters, the Mondial Paris Motor Show promises to deliver a strong experience of pleasure and emotion. » « Manners matter. Good looks are bonus. Humour is a must. »

A new website for a renewed experience!

For its 120th anniversary, the Mondial Paris Motor Show offers its visitors a new, modern and complete website. It integrates social networks and reaches out to web users who will have the possibility of choosing between their passions: Mondial de l'Auto, Mondial de la Moto, Mondial de la Mobilité.

In addition to the usual features of the website - useful information, maps, news, happenings, ticket sale- many new features will be available such as the section "120 years of innovation" presenting the History, posters and pictures of the Show.

Carefully designed Exhibitor pages will be available to all visitors who will discover the events organised by the makes as well as all their models. They will also be able to book their test drives...

And, for the first time, visitors will have the possibility of creating a personal "My Paris Motor Show" space: the best way of preparing their visit by downloading their own ideal tour of the Show! Visitors will thus receive all necessary information and will have the chance to participate in many games. They will also have access to our good deals available on the Mondial Paris Motor Show.

Useful Information

The 2018 Mondial Paris Motor Show will take place from **October 4th to October 14th, 2018.**

Press accreditations will be available mid-March on our website:

<http://www.mondial-paris.com>

PRESS DAYS FOR THE MONDIAL DE L'AUTO

- Tuesday October 2 6.30 am – 7.00 pm
- Wednesday October 3 8.00 am - 7.00 pm

PRESS DAYS FOR THE MONDIAL DE LA MOTO

- Wednesday October 3 8.00 am - 7.00 pm

OPENING DAYS FOR THE GENERAL PUBLIC

- From October 4 to 14, 2018. 10.00 am – 8.00 pm
- Late-night openings:
Thursday 4, Friday 5 and Saturday 6 October,
Wednesday 10, Thursday 11 and Friday 12 October. 8.00 pm- 10.00 pm

ADMISSION FEES:

One ticket allows access to all the pavilions (Automobiles, Motorcycles and Mobility).

- Adults: 16 euros
- Visitors aged 10 to 25 (valid card required): 10 euros
- Free admission for children under age 10
- Groups (from 15 people) : 14 euros
- New opportunities for reduced admission fees will be available (off-peak hours, end of the day etc)

Tickets will be available online from April 23rd.

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).

About Havas Paris

havasparis.com

A cornerstone of the Havas Group in France, Havas Paris is one of the most powerful and creative consulting and design agency in France and Europe. Led by the duo Julien Carette, CEO, and Christophe Coffre, President and creative manager, Havas Paris creates communication campaigns in new formats. Based on strong ideas, they combine, advertising, PR and ePR, social media, live broadcasting, design... to attract younger, wider, more diverse and mobile audiences.

Transformation-Commitment- Business

A little history about the Mondial Paris Motor Show

*The first automobile show in the World in terms of attendance (1 072 697 visitors in 2016) and **media coverage** (10,000 journalists including 55% from 100 countries), the Mondial Paris Motor Show is also the oldest event 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 automobile makes of the time. Not everyone can exhibit: 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 Mondial 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) and the FCC (the French federation of Bodywork Industries and services)...

A little history about the Mondial de la Moto:

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 Motorcycle 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 Motorcycle, Scooter and Quad Show ».

Press Contact

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