

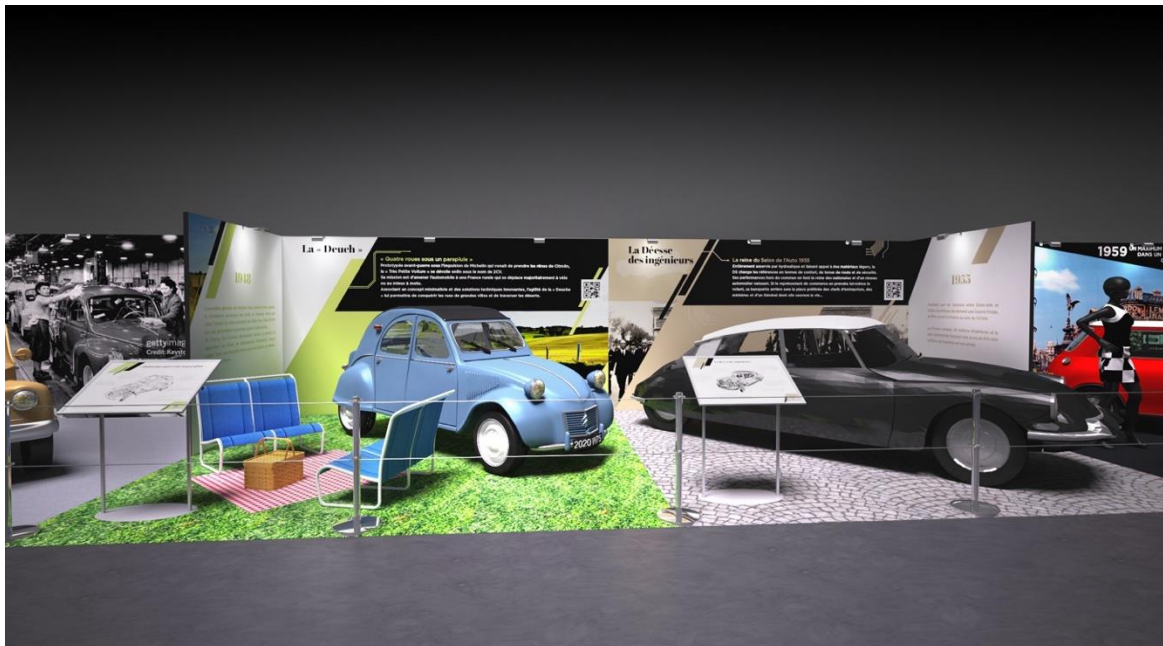


Press release - september 2024

Exhibition

The Paris Motor Show 2024 retraces the incredible epic of the automobile with the “We can’t stop progress!” exhibition.

September 26, 2024 (Paris). The automobile has transformed our lives. To celebrate its 90th edition, the Paris Motor Show 2024 pays tribute to the extraordinary history of the automobile through nineteen emblematic cars that have marked history since the beginning of the 20th century thanks to their innovations. A journey through time and a beautiful retrospective.



To celebrate this 90th edition in style, the Paris Motor Show 2024 has chosen to look back over more than a century of the tremendous technological and human adventure represented by the development of the automobile, in France and around the world.

Since the beginning of the 20th century, the car has transformed the way we live and get around. A symbol of individual freedom, the automobile is part of a context of economic and social progress. It has accompanied the history of our modern societies: born of the dream of car enthusiasts at the dawn of the twentieth century, it has definitively changed our vision of distances, time and the way we live our daily lives. We've come a long way from the Peugeot Phaeton of 1898, which enabled gentlemen drivers to propel themselves at speeds of 18 km/h, to the Tesla S, which laid the foundations for a new vision of the car in 2014!

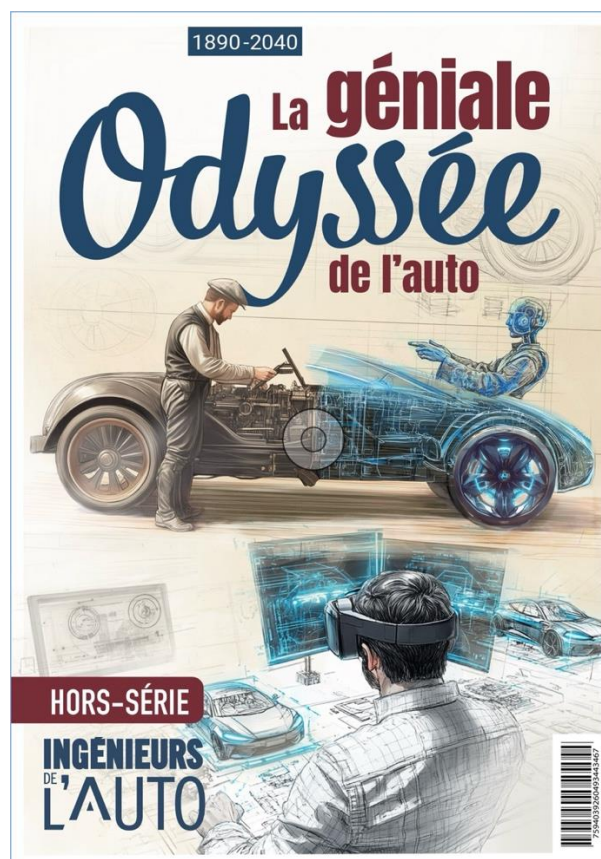
A fascinating exhibition for everyone

Spanning more than 500 m², the “We can’t stop progress!” exhibition highlights 19 cars that are emblematic of their era, and have been part of French people's lives. These cars, symbols of technological progress over the decades, bear witness to their time, to the evolution of society, but also to the history of design.

The playful scenography of the “We can’t stop progress!” exhibition immerses visitors in the context of the era, highlighting the technological innovations brought about by each model presented, and the way in which each responded to the specific needs of its era.

A QR code will enable visitors to trace this great saga of innovation on the show website, which will devote a page to each of the twenty models on display.

A special issue of the Revue des Ingénieurs de l'Auto intitulé « La géniale Odyssée de l'auto » will also be available from the show boutique, priced at 19 euros.



Cars that transformed the world

Does the Ford T immediately conjure up images of Charlie Chaplin in the film Modern Times? Of course it does. The Ford T ushered automobile production into the industrial era, and economies of scale brought costs down. The individual, mass-produced car became affordable. Born after the Second World War, the “deuche” established itself as the hard-working, puncture-proof little car that was part of the family. At the end of the '50s, the Mini marked a new era and the beginning of small

city cars: in 1972, the Renault 5 (5.2 million units sold between 1972 and 1992!) was the epitome of the zeitgeist. Compact, economical and functional, its design was an outstanding success, foreshadowing the arrival of the Twingo. A phenomenon that invites us to “invent the life that goes with it”. In 1984, Renault invented the minivan, transforming family vacations...

The twentieth century ends with the world facing an ecological challenge and the need to devise cleaner, more sustainable technologies. Introduced in 1997, the Prius ushered in a new era by combining thermal and electric energies, and the emblematic Tesla laid the foundations for a new vision of the car. The history of the automobile is just beginning.

« We can't stop progress! » exhibition - Hall 5.1

Vehicles on display :

Peugeot Type 3 - Ford T - Citroën Traction - Jeep Willys - Citroën 2CV - Citroën DS - Morris Mini - Renault 5 - BMW Turbo - Volkswagen Golf I - Mercedes Classe S - Peugeot 205 - Renault Espace - Renault Twingo - Toyota Prius - Dacia Logan - Tesla Model S - Renault Zoé - Citroën Ami.

To follow all the news from the Paris Motor Show 2024, visit the digital platform <https://mondial.paris/>

About the Paris Motor Show 2024

The Mondial de l'Auto Paris 2024 is one of the world's leading motor shows in terms of attendance and longevity. The event was created in France in 1898 by automotive pioneers and takes place every two years. Supported by the automotive industry, the Mondial de l'Auto is the showcase for an industry at the forefront of innovations that are shaping the central role that the automobile will play in the mobility of the future. Since 2019, the PFA and Hopscotch have been working together to organise the event.

<https://mondial.paris/>

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