

Press release - October 2024

## THE PARIS MOTOR SHOW TEST CENTER - BANQUE DES TERRITOIRES AT THE HEART OF THE 90<sup>TH</sup> EDITION



October 4, 2024 (Paris). The Paris Motor Show 2024 announces the organization of a test center - Banque des Territoires - at the heart of the show, on the terrace of Hall 7, from 14 to 20 October at Paris - Porte de Versailles. Open to visitors to the Paris Motor Show, the test center will offer free trials of the latest products on the market.

Some key figures for this test center: more than 30 vehicles to be tested, 10 different manufacturers, 3 meeting points, 500 test slots available per day, 30-minute test drive, 90% of the models will be electric vehicles or rechargeable hybrids.

### A test drive center – Banque des Territoires - at the heart of the Paris Motor Show

Since 2010, and the introduction of a test drive center, the Paris Motor Show has been the perfect opportunity to extend the visitor's experience and help them discover vehicles in real driving conditions. A success that is confirmed at every Paris Motor Show. The multi-brand test center at Paris Motor Show 2024 is a genuine tool for motorists, offering 30-minute test drives. Visitors will be able to get up close to, compare and drive the latest models on the market, and experience life on board an electric, hybrid, plug-in hybrid or combustion-powered car in real-life conditions.

**Serge Gachot**, Director of the Mondial, emphasizes: *"The Mondial will be the showcase for a revolution in progress and, to achieve this, it will be more experiential than ever! After years of crisis, this event will mark the long-awaited joy of being able to come together for the great motoring festival. Brands need to get back in touch with their fans, and visitors need to try out new cars and get a feel for the revolutions underway. To understand how an electric or hybrid vehicle works, what better way than to get behind the wheel?"*

### A high-quality test drive experience

*"In operational terms, visitors will be able to make an appointment on the day of their visit at one of the show's three appointment points, with more than 500 test drive slots available each day. Once the time slot has been confirmed, the entire test drive process will be digitized, with a confirmation text message including the test drive time, the appointment on the terrace of Hall 7.1 and the contact person on site.*

*Throughout their test drive, visitors will be accompanied by a Geniux, an expert in automotive experience and technology, who will provide them with all the information relating to the model being tested, as well as the electric mobility ecosystem. They will then set off on the 30-minute test drive, heading straight for the streets of Issy-les-Moulineaux. The Geniux are hand-picked professionals from the automotive and mobility experience, whose role will be to explain the new technologies on-board the vehicles, and to enable visitors to project themselves into their future carbon-free mobility",* explains Jean-Michel Pappolla, Creative Director of La Squadra, exclusive organizer of the test center - Banque des Territoires - for the Paris Motor Show.

### Visitors with a qualified profile

In 2022, 3,000 test drives were carried out during the Paris Motor Show, with a packed test schedule. But more than numbers, manufacturers were able to appreciate the interest and knowledge of testers, thanks to the qualified lead. In 2022, 48% of the visitors who took a test drive at the Paris Motor Show were planning to buy a car within the next year. 70% of them had already driven an electric car or a rechargeable hybrid, and 40% of them had a charging point at home or at the office.

### 10 brands present for over 30 models available to test drive

Skoda - 5 models

VW - 1 model

Audi - 4 models

Hong Qi - 6 models

Cadillac - 4 models

XPeng - 5 models

Ford - 3 models

Alfa Romeo - 1 model

Maxus - 1 model

BYD - 1 model

**Banque des Territoires (Caisse des Dépôts Group), is the partner of the Paris Motor Show 2024 test center and will be accompanied by 7 of the start-ups in which it has invested.**

**Pierre Aubouin, Director of the Infrastructure and Mobility Department of the Investment Division of Banque des Territoires:** *"Supporting the test center at the Paris Motor Show, as part of our partnership, is an opportunity for Banque des Territoires to demonstrate by example the investments it has made in favor of low-carbon mobility, both by financing sustainable technologies and by supporting innovative start-ups. These new technologies to be discovered at the test center are part of La Banque des Territoires' objective for 2030: to invest €1.3 billion in accelerating the deployment of sustainable mobility".*



For all the latest news from the Paris Motor Show 2024, visit <https://mondial.paris/>.

### About Banque des Territoires

Banque des Territoires is one of Caisse des Dépôts' business lines. It brings together in-house expertise for the territories. As a single point of contact for its customers, it works alongside all local players: local authorities, local public companies, social housing bodies, legal professions, businesses and financial players. It supports them in carrying out their public-interest projects by offering a continuum of solutions: advice, loans, equity investments, consignments and banking services. By reaching out to all regions, from rural areas to metropolitan areas, Banque des Territoires aims to maximize its impact, particularly in terms of ecological transformation and social and territorial cohesion. The 37 local offices of Banque des Territoires ensure the deployment of its action throughout metropolitan France and the French overseas territories.

Working together to develop greener, more socially cohesive regions

[banquedesterritoires.fr](https://banquedesterritoires.fr)



### About the Paris Motor Show 2024

The Paris Motor Show 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 Paris Motor Show 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 partners in its organization.

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