

« LET'S CELEBRATE »

Paris Motor Show 2024, a record-breaking 90th edition with more than 500 000 visitors in just 6 days

The Paris Motor Show had promised a grand celebration of the automobile and invited all enthusiasts to the Parc des Expositions at Porte de Versailles, from October 14 to 20. This edition allowed a proud celebration of the French people's unwavering attachment to their cars, with an enriched format designed to meet the desires of the general public and the expectations of manufacturers and partners.



508 007 visitors gathered to celebrate the automobile

On October 14, the press day welcomed over **4,000 journalists and 1,000 content creators**, all excited about the return of major manufacturers. In total, **48 manufacturers and 158 exhibitors and partners** occupied five pavilions of the Parc des Expositions, showcasing their latest innovations and flagship models.

With attendance reaching **508 007 visitors**, the Paris Motor Show reaffirms its status as **one of the world's largest automotive events**, attracting enthusiasts, professionals, families, and fans of all

ages. As the doors closed on Sunday at 6:30 PM, the impressive number of participants reflected the public's strong attachment to the automotive world. An Ipsos study presented during the event confirmed the French people's lasting bond with the automobile, as 81% of respondents said they are emotionally connected to their car, which "accompanies them through different stages of life."

In addition to being a major physical event, the Paris Motor Show has established itself as a powerful media platform, reaching an audience far beyond the walls of the Parc des Expositions. Thanks to an ambitious digital strategy, the show generated an exceptional reach on social media, with nearly **5 million impressions during the month of the event**. The website also recorded over **3 million views**, close to **1.5 million sessions**, and welcomed **nearly 800,000 unique visitors**, making the Paris Motor Show a media platform in its own right.

Serge Gachot, the Paris Motor Show director, states: *It's a success that exceeds our expectations and demonstrates our ability to unite a diverse and younger audience around the automobile. The Paris Motor Show is not just a physical event; it has become a true media platform.*"

Another highlight of this edition: test drives. By Sunday evening, the test drive center, in partnership with **Banque des Territoires**, had conducted over **3,300 test drives for 10 different brands**. Of the people who tested vehicles at the center, 60% are planning to buy within the year. The majority stated they would not have tried the vehicles in another context outside of the show (63%), and for 69% of respondents, the test helped them consider changing vehicles.

Manufacturers, for their part, expressed great satisfaction with the event's outcomes. Luca De Meo, CEO of Renault, emphasized: *"The automobile is, first and foremost, the product and the emotion that comes with it. That's why, for me, events like the Paris Motor Show are irreplaceable. The Mondial is an opportunity to take the pulse of the industry, but also, for all enthusiasts, to see and touch the cars, to share ideas, to reconnect, and to draw inspiration from the progress of competitors. That's why the success of this 90th edition of the Paris Motor Show warms our hearts at Renault: despite everything people may say, the automobile remains a driver of emotions and progress. Thank you to the public, and thank you to everyone who made this edition possible!"*

A Platform for Exchange for the Entire Industry

This 90th edition of the Paris Motor Show established itself as a key crossroads for the automotive industry at a crucial turning point in its history. More than 25 conferences, including 12 led by **Google** and **BCG**, provided professionals, experts, and decision-makers with a unique opportunity to discuss the future of the automobile on the official stage of the show. These discussions covered a wide range of topics, from industrial transformation to the changes brought about by electric vehicles, and the evolving expectations of consumers.

The Paris Motor Show has now positioned itself as the essential B2B exchange hub for the industry, with the Paris Automotive Summit, organized by the **PFA** at the Paris Dome, bringing together 3,100 professionals, and the B2B village in Hall 4, supported by **Mobis** and **BNP Paribas Mobility**. During this edition, the show hosted numerous meetings between industry players, institutional representatives, and political figures, including the President of the Republic, Emmanuel Macron, seven ministers from his new government, and several parliamentary committees.

A success driven by a rich program for all audiences.

Throughout the week, visitors had the opportunity to discover not only the latest models from manufacturers but also cutting-edge concept cars, iconic vintage vehicles, and immersive racing simulators. They also had the chance to meet inspiring personalities such as GMK, Pierre Gasly,

Antoine Dupont, Bigflo and Oli, Morgane Quetier, POG, Akram Junior, Franck Galiègue, Sébastien Loeb, Maeva Coucke, Nelson Monfort, and many more, who shared their vision of the automobile.

To fully immerse themselves in the festive atmosphere, visitors participated in spectacular events, including three Laser Shows, 30 DJ Sets in partnership with **Radio FG**, and concerts by Banda musicians, which set the rhythm for every moment of their visit.



See you in 2026 for a new edition

Hopscotch Group and the PFA are taking advantage of this success to plan the next edition in two years, set for mid-October 2026. In the meantime, many discussions will take place to offer exhibitors and visitors a new experience that highlights and celebrates the automotive industry. The organizers aim to make the event accessible to even more people by adding an extra weekend in 2026. Projects for 2025 revolving around the Paris Motor Show brand are also being considered.

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About the Paris Motor Show 2024

The Paris Motor Show 2024 is one of the world's leading auto 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 serves as a showcase for an industry at the forefront of innovations that shape the central role automobiles will play in the future of mobility. The PFA and Hopscotch have been jointly organizing the event since 2019.