

« REVOLUTION IS ON »

200 days away from its grand return, The PARIS MOTOR SHOW unveils the poster of its 2022 edition

Paris Motor Show
October 17 - 23 at Paris Porte de Versailles
Press day on October the 17th, 2022

In just over 200 days, the Paris Motor Show will open its doors with the ambition of making Paris, for one week and for the whole world, the showcase, the laboratory and the forum for the automobile and mobility of the 21st century.

The Paris Motor Show 2022, the only international show of the year in Europe, will assert the central role that the automobile will play in the mobility of the future: electrification, hybridization, hydrogen, ultra-connectivity, intelligent cars...

Paris Motor Show 2022, new visual

The visual of the Paris Motor Show 2022, serene and easy to understand, wants to be **universal** to stand out and strike the minds.

Bright colors to blow **a wind of optimism**, with **a new vision** of the automobile.

A base composed of 4 wheels, a common denominator for a series of secondary visuals aimed at different audiences and carrying different messages: **technology, ecology, performance, design...**

With the idea of a collection... to be discovered during the Mondial!

The car drawn on this visual represents all the cars and especially those of the **future**, which are waiting for one thing: to be unveiled to the general public on a stand at the Mondial.

The « **Revolution is on** ».



REVOLUTION IS ON[®]
17-23 OCTOBRE 2022
PARIS, PORTE DE VERSAILLES

Paris Motor Show 2022 launches its digital platform

The new digital platform <https://mondial.paris/> brings together the multimedia content of tomorrow's automobiles and mobility.

French and international visitors can connect and find all the information they need: news, ticketing, practical information, ...etc.

Paris Automotive Week

On July 8, the automotive industry announced the launch of Paris Automotive Week, from October 17th to 23^d 2022, at the Porte de Versailles.

For the first time, the two flagship events of the automotive sector, the Paris Motor Show and the EQUIP AUTO trade show, are coming together under the same banner to create the Paris Automotive Week.



The Paris Motor Show is one of the world's leading motor shows in terms of attendance (more than 1 million visitors in 2018) and media exposure (more than 10,000 accredited journalists, 52% of whom come from 100 countries).

A forerunner of international motor shows, created in France by automotive pioneers, it celebrated its 120th anniversary in 2018.

Driven by the automotive industry, the Paris Motor Show is the showcase of an industry at the forefront of innovations, which outline the central role that the automobile will play in the mobility of the future. The PFA and Hopscotch are associated, since 2019, for its organization.

Links to the Paris Motor Show social networks:

<https://www.facebook.com/lemondialdelautoparis/>

<https://www.instagram.com/mondialdelautoparis/>

<https://twitter.com/mondialdelauto>

<https://www.linkedin.com/company/27011638/>

<https://www.youtube.com/channel/UCwh0yc9zj-toj0a6pBpoDQA>

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