

## « REVOLUTION IS ON »

**On the occasion of the Paris Design Week, the Paris Motor Show highlights the revolution in automotive design**

From October 18 to 23 in Paris Porte de Versailles

**Press day on 17 October 2022**

**As Paris Design Week opens its doors the 8<sup>th</sup> of September, the Paris Motor Show is echoing the profound changes affecting automotive design. While Peugeot will be offering a 408 with a new fastback design, Renault will be presenting its Mégane E-Tech. Dacia will launch its new visual identity applied to the entire range and Hopium will unveil its vision of the top-of-the-range hydrogen sedan.**

### **Peugeot 408 "A new breed of object"**

**Matthias Hossann, Peugeot's Design Director, talks to us about his latest creation, the Peugeot 408, which skillfully blends the codes of the SUV, the sedan and the coupé.**

This is how Matthias defines the new 408, which complements the 308 compact sedan with a quirky and original offering.



*"Tastes change very quickly today, and customers are looking for new sensations while maintaining a certain volume. The 408 is the result of a reflection on the classic sedan but also on the SUV".*



This new model with its striking fastback design is the result of a 2015 study on the future and evolution of sedans and SUVs. Designed at the same time as the 308, the 408 has benefited from precise styling work: *"The aesthetic work consisted of retaining the high seating position of an SUV while working on a new form of dynamism. Thanks to new modular platforms and remarkable work on the stamping, the 408's style has been finely chiseled."*

Matthias Hossann says, *"No surface has been treated in an anecdotal way," which makes it possible to surprise the eye from any angle, and to play with light to suggest dynamism, even when standing still*". In addition to its fastback line suggesting movement, *"the new 20-inch wheels with their disruptive geometric design contribute to the impression of movement and reinforce this spectacular and feline silhouette"*.

The styling work is not only a story of pure design, but also of extensive collaboration with the engineers. To suggest dynamism and to perfect the joint between the roof and the tailgate while improving aerodynamics, *"we had to design a kind of double boss that was immediately recognizable, a nod to the past but also facilitating airflow"*.

*"Planned from the launch of the 308 project, the 408 goes even further, requiring ingenuity to use the same industrial tool in an increasingly optimal way"*. Thus, the interior and its i-cockpit were designed for both cars, developed almost in parallel. However, *"the 408 is clearly distinguishable thanks to an even more elaborate front grille, a real showcase for Peugeot's new identity, and a completely new rear bumper"*.

The final word is obvious: *"you have to see it in real life to discover and understand the complete stylistic work carried out on the 408"*. Peugeot will present its new car at the Paris Motor Show on its stand (Hall 4).

### **The Renault group is also banking on Design**



Renault's Paris Motor Show will be the occasion to present its models for the reconquest of the C segment and in particular its brand new Mégane E-Tech Electric whose lines, while remaining in a certain tradition, renew the SUV genre. The new electric platform, with its unprecedented proportions, has given designers the opportunity to design a dynamic vehicle with a controlled footprint.

Gilles Vidal, formerly of Peugeot, supervised the design of the Mégane E-Tech.

As for Dacia, it is the new visual identity that is the focus of attention. The Paris Motor Show will be the first opportunity to present the entire range in a new unified style.

## Hopium plays the card of a true hydrogen-powered premium sedan



Félix Goudard, who has worked for Porsche, Tesla and Lucid, has signed the return of the large prestige sedan for the French company Hopium. The Machina Vision, which will be presented at the Paris Motor Show, is aimed at another target, and proposes to revisit the large sedan with a very fluid, athletic and elegant style. Its personality is asserted thanks to its imposing grille capable of optimizing the cooling of the fuel-cell system and its light signature inspired by waves on the surface of the water.

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In less than two months, the Paris Motor Show 2022, **the only international exhibition of the year in Europe**, will affirm the central role that the automobile will play in the mobility of the future.

The entire auto-mobility ecosystem, including energy companies, start-ups, manufacturers of electric terminals, and innovative players in the energy transition and road safety, will be present at the Paris Motor Show 2022.

**The 2022 edition of this new automotive world show has many more novelties in store for its visitors, which will be unveiled in the coming weeks...**

As for many years, the Paris Motor Show 2022 will be organized in the Parc Paris Expo Porte de Versailles and more precisely in the Pavilions 3-4-6.

**To make sure you don't miss any of the show's news, the digital platform of the Paris Motor Show 2022** <https://mondial.paris/> offers a content enriched on a regular basis with numerous articles and multimedia content on the auto-mobility of tomorrow. On this site, French and international visitors can already subscribe to the newsletter to receive regular news about exhibitors, the market, trends and to be kept up to date with the program and the experience of the show. Pages dedicated to the event provide all the information you need: show news, ticketing, practical information...

**Links to social networks Paris Motor Show - The meeting place for all car enthusiasts since 1898:**

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

<https://twitter.com/mondialdelauto>

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

<https://www.linkedin.com/company/mondial-de-l-auto-paris/>

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



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, including 52% from 100 countries).

A precursor of international motor shows, created in France by the pioneers of the automobile, it celebrated its 120th anniversary in 2018.

Supported by the automotive industry, the Paris Motor Show aims to showcase an industry at the forefront of innovations, which will shape 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.

**Paris Automotive Week**

In 2021, the automotive industry announced the launch of Paris Automotive Week, from 18 to 23 October 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 Paris Automotive Week.

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