

SALON
**RETRO
MOBILE**
THE PAST STILL HAS A FUTURE

31 JAN - 04 FEB 2024

**HOW ABOUT
BECOMING A
PARTNER OF
RÉTROMOBILE?**

RETROMOBILE.COM / #RETROMOBILE   



Considered by many to be the world's most exciting pop-up garage, Rétromobile has since 1976 offered visitors the chance to discover and admire the finest treasures of the 20th century motor industry in a stylish setting right in the heart of the French capital.

Whether people come to buy a vehicle to add to their collection, find a rare part to complete a restoration project or simply treat themselves to a miniature replica of the model that once upon a time inspired them so much, the exhibition is more than just a place to shop. Above all, it is the annual meeting place for an extremely devoted community, with more than 1,600 clubs in France alone! What visitors to the Rétromobile exhibition have in common is a deep-seated attachment to the preservation of our heritage, a culture of fine objects and quality, the pleasure of driving on two or four wheels, and, last but not least, a shared passion for classic vehicles.

So if, like Richard Mille, Artcurial, Motul and many others, you can identify with what you have just read, don't wait any longer and join the family of exhibition partners!

Romain Grabowski
Director of Rétromobile

1st
EVENT OF THE YEAR

48th
EDITION

5
DAYS

125,000
VISITORS

73%
ABC1 CATEGORY

55%
COLLECTORS

16%
WOMEN

19%
NON-FRENCH VISITORS

12
MANUFACTURERS

lubricate
WITH **MOTUL**

OUR HERITAGE BASED APPROACH

Rétromobile is not only a place to do business and share ideas: it is also the finest showcase for this major invention of the 20th century, the automobile. In partnership with Motul, the Fédération Française des Véhicules d'Epoque (FFVE) and museums, Rétromobile focuses the headlights on, and contributes to, a number of initiatives aimed at preserving our motorised heritage.

NEW IN 2024:

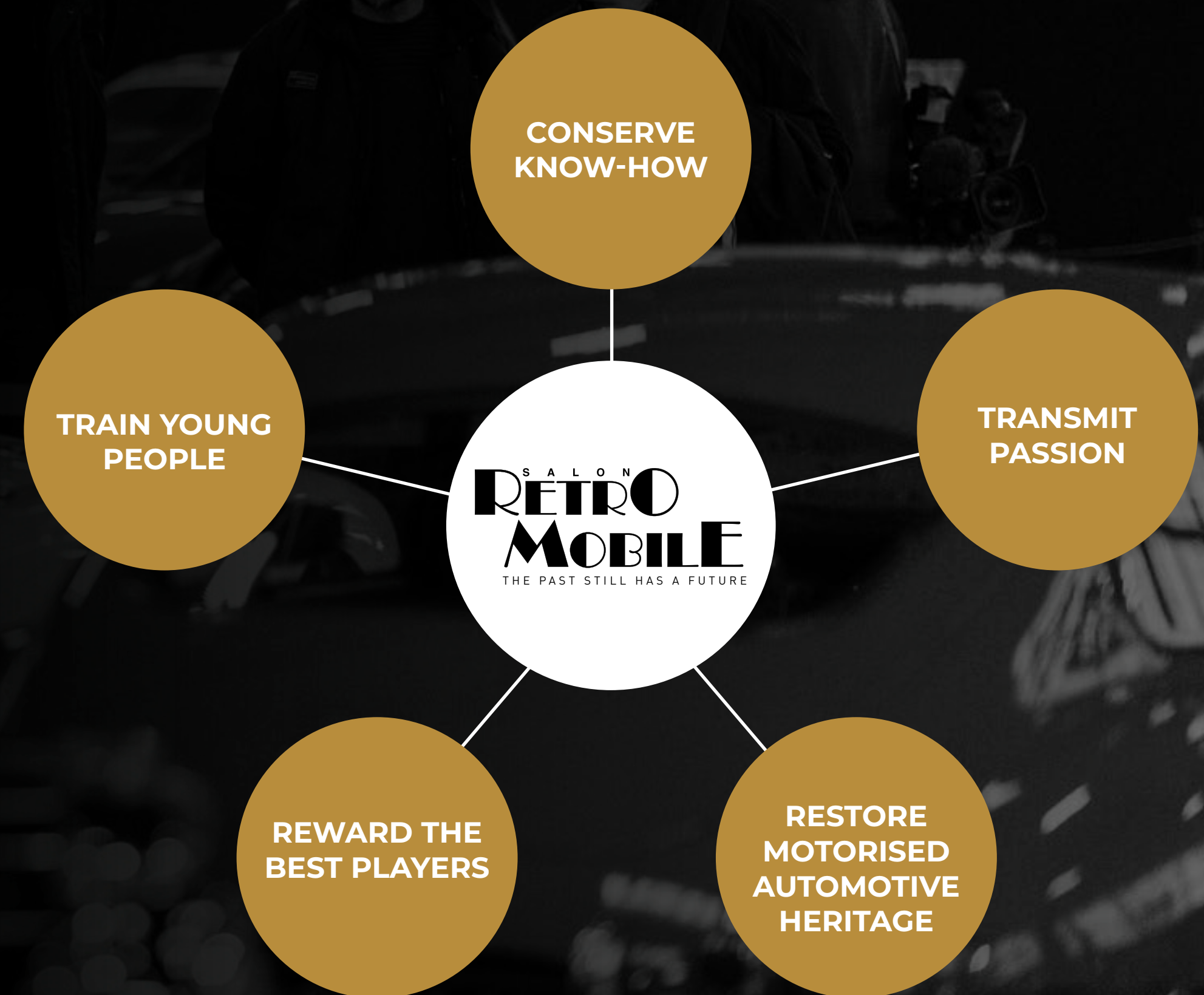
- An area dedicated to exhibitors holding Entreprise du Patrimoine Vivant (EPV) labelling in Pavilion 1.
- Creation of the «Rétromobile Conservation Award» to distinguish and publicise owners of pre-war vehicles in the closest state to their original condition.



6
PARTNER MUSEUMS

50
YOUNG PEOPLE TRAINED / YEAR

MORE THAN 60
VEHICLES CONSERVED SINCE 2008



RÉTRONOMOBILE TEASER VIDEO



OUR LONGSTANDING PARTNERS

Rétromobile offers our partners – some of whom have been with us for over ten years - a solution to their various business and marketing issues.

Whether to increase their brand awareness, popularity or image, invite their best customers to visit the world's most beautiful pop-up garage and enjoy exclusive conditions, or interact with 125,000 enthusiasts, we work hand in hand throughout the year to achieve these goals.

OFFICIAL PARTNERS

RICHARD MILLE

ARTCURIAL
// Motorcars

MOTUL

OFFICIAL SUPPLIERS

GROUPE
PREVOST

MEDIA PARTNERS

LE FIGARO

YOUNGTIMERS

AUTO HEROES
HOMMES & AUTOS
DE CARACTÈRE

CARADISIAC

AUTOMOTO
LA CHAÎNE

RMC
DÉCOUVERTE

RMC
INFO TALK SPORT



RICHARD MILLE

RICHARD MILLE

at the gates of Maranello

rolanaflor

rolanaflor

Firestone

Firestone

rolanaflor

Herbert Müller
Racing

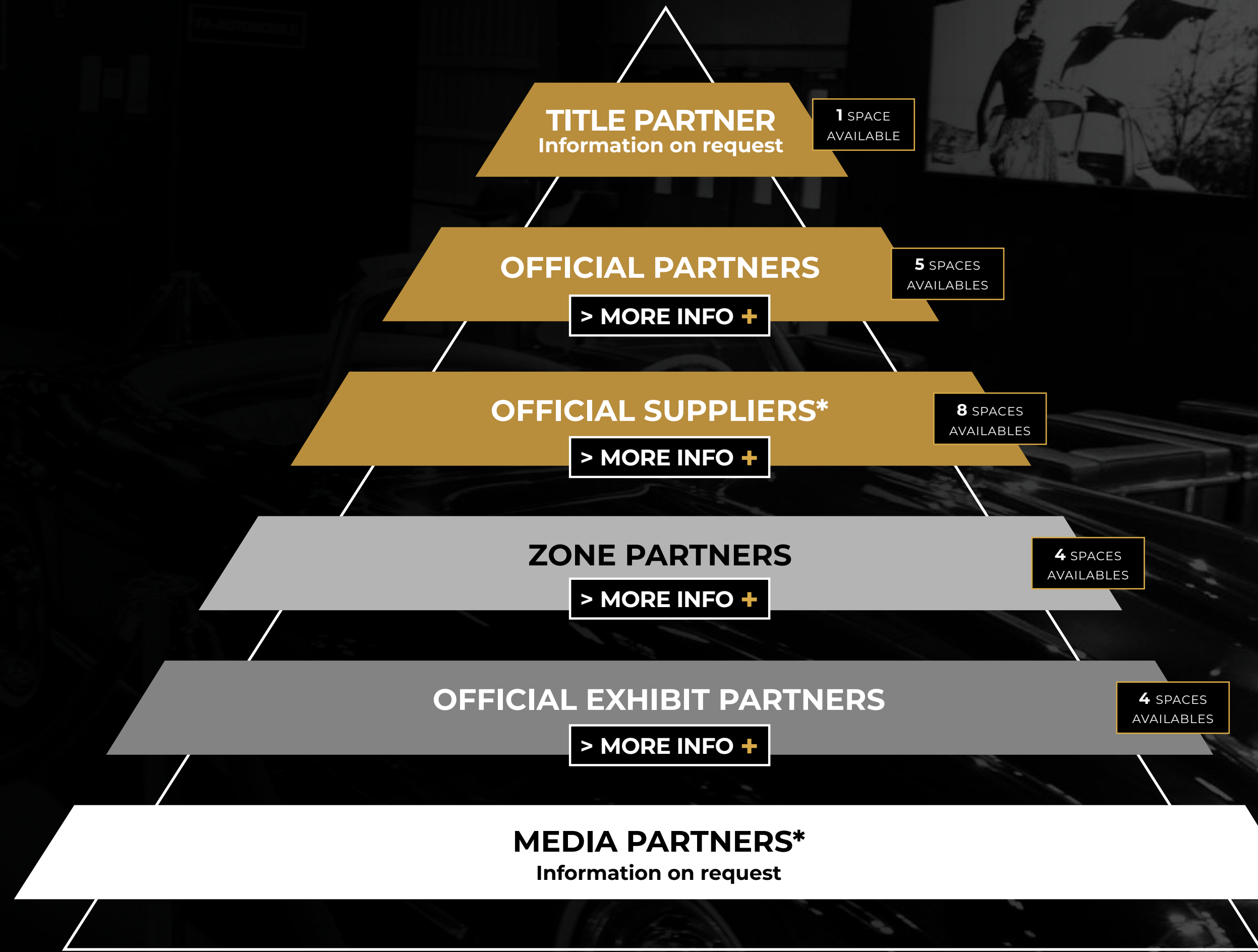
The Marlboro Special

375

R12 M
1984
The R12 M was the last Formula 1 car designed by Mauro Forghieri for Ferrari. It was a highly successful car, winning the 1984 British Grand Prix and the 1984 Italian Grand Prix. The car was driven by Gilles Villeneuve, who finished second in the 1984 Drivers' Championship. The car was also driven by Nelson Piquet, who finished fourth in the 1984 Drivers' Championship. The car was a highly successful car, winning the 1984 British Grand Prix and the 1984 Italian Grand Prix. The car was driven by Gilles Villeneuve, who finished second in the 1984 Drivers' Championship. The car was also driven by Nelson Piquet, who finished fourth in the 1984 Drivers' Championship.

375
The 375 was the last Formula 1 car designed by Mauro Forghieri for Ferrari. It was a highly successful car, winning the 1984 British Grand Prix and the 1984 Italian Grand Prix. The car was driven by Gilles Villeneuve, who finished second in the 1984 Drivers' Championship. The car was also driven by Nelson Piquet, who finished fourth in the 1984 Drivers' Championship.

GRADUES OF PARTNERSHIP



* In-kind partnership POSSIBLE



Exclusive to a sector

DU MANS

LE GARAGE

COYOTE

COYOTE



Lubricate WITH

MOTUL



MOTOR OIL

Lubricate WITH

MOTUL

Lubricate WITH

MOTUL

MOTUL

ESTABLISHED

MOTOR OIL



OFFICIAL PARTNERS

PRICE: €100,000 EX-VAT

Exclusive to sector	YES
Naming / marketing rights	Official partner of Rétromobile
Logo	Co-branded
Duration	3 years
Comexposium promotional tools > MORE INFO +	<p>PRINT</p> <ul style="list-style-type: none"> • 1 page advert in official programme • Logo + advert in visitor plan • Logo in banner on official poster • Logo on tickets <p>INDOOR VISIBILITY</p> <ul style="list-style-type: none"> • Logo on aisle letters • Logo on directional floor plans • 1 drop banner / hall <p>OUTDOOR VISIBILITY</p> <ul style="list-style-type: none"> • Logo on banner on display tarp over the Boulevard Périphérique • Logo on banner on entrance tarps <p>DIGITAL</p> <ul style="list-style-type: none"> • Advert on website • 2 articles/year in exhibitor newsletter • 2 articles/year in visitor newsletter
Métropole promotional tools > MORE INFO +	Discretionary visibility up to value of €6,500 ex-VAT
Sponsorship	Discretionary (exhibit, zone or special feature) up to value of €30,000 ex-VAT
Cooperation on editorial schedule	Yes
Sampling rights	Yes (weekdays)
Hospitality	Optional (10% discount)
Stand	Optional (10% off bare stand space price)
Tickets	<ul style="list-style-type: none"> • 150 preview invitations • 60 day invitations • 20 exhibitor passes • 20 VIP week passes



SALON

RETRO MOBILE

LE PASSÉ A TOUJOURS UN FUTUR

VOTRE LOGO ICI

PARTENAIRE OFFICIEL

OFFICIAL SUPPLIERS

PRICE: €40,000 EX-VAT

Exclusive to sector	YES
Naming / marketing rights	Official supplier of Rétromobile
Logo	Co-branded
Duration	3 years
Comexposium promotional tools > MORE INFO +	<p>PRINT</p> <ul style="list-style-type: none"> • ½ page advert in official programme • Logo on visitor plan • Logo on tickets <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo on website with URL redirection • 1 article/year in exhibitor newsletter • 1 article/year in visitor newsletter <p>INDOOR VISIBILITY</p> <ul style="list-style-type: none"> • Logo on directional floor plans
Métropole promotional tools > MORE INFO +	-
Sponsorship	Choice of sponsorship (exhibit, zone or special feature) or stand up to value of €10,000 ex-VAT
Cooperation on editorial schedule	Yes
Sampling rights	Yes (weekdays)
Hospitality	Optional (10% discount)
Stand	Choice of sponsorship (exhibit, zone or special feature) or stand up to value of €10,000 ex-VAT
Tickets	<ul style="list-style-type: none"> • 50 preview invitations • 20 day invitations • 8 exhibitor passes • 6 VIP week passes



ZONE PARTNERS

PRICE: €15,000 - €20,000 EX-VAT

Exclusive to sector	-
Naming / marketing rights	Partner of ... zone at Rétromobile
Logo	-
Duration	1 to 3 years
Comexposium promotional tools > MORE INFO +	<p>PRINT</p> <ul style="list-style-type: none"> • Citation in zone presentation wording in official programme • Logo on visitor plan <p>INDOOR VISIBILITY</p> <ul style="list-style-type: none"> • Logo on directional floor plans • Logo on all signage of zone concerned (drop banners, directional materials) <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo on website with URL redirection • 1 article/year in exhibitor newsletter • 1 article/year in visitor newsletter
Métropole promotional tools > MORE INFO +	-
Sponsorship	-
Cooperation on editorial schedule	Yes
Sampling rights	Choice of sampling rights or stand, up to value of €4,000 ex-VAT
Hospitality	Optional (10% discount)
Stand	Choice of sampling rights or stand, up to value of €4,000 ex-VAT
Tickets	<ul style="list-style-type: none"> • 20 preview invitations • 10 day invitations • 5 exhibitor passes • 3 VIP week passes

ZONES	PRICE (€ EX-VAT)
Vehicles under €25K	20,000
Van life	15,000
Artists' Gallery	15,000
Rétromobile Street	15,000
Motorcycle zone NEW	15,000
Parts Fair – 2 days NEW	15,000



EXHIBIT PARTNERS

PRICE: €15,000 - €25,000 EX-VAT

Exclusive to sector	-
Naming / marketing rights	Partner of ... exhibit at Rétromobile
Logo	-
Duration	1 an
Comexposium promotional tools > MORE INFO +	<p>PRINT</p> <ul style="list-style-type: none"> • Citation in exhibit presentation wording in official programme • Logo on visitor plan <p>INDOOR VISIBILITY</p> <ul style="list-style-type: none"> • Logo on directional floor plans • Logo on all signage of exhibit concerned (drop banners, directional materials) <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo on website with URL redirection • 1 article/year in exhibitor newsletter • 1 article/year in visitor newsletter
Métropole promotional tools > MORE INFO +	-
Sponsorship	-
Cooperation on editorial schedule	Yes
Sampling rights	Choice of sampling rights or stand, up to value of €4,000 ex-VAT
Hospitality	Optional (10% discount)
Stand	Choice of sampling rights or stand, up to value of €4,000 ex-VAT
Tickets	<ul style="list-style-type: none"> • 20 preview invitations • 10 day invitations • 5 exhibitor passes • 3 VIP week passes

EXHIBITS > MORE INFO +	PRICE (€ EX-VAT)
MG, 100 years of automotive passion	25,000
Lincoln-Monthéry racetrack, the stage for all the records	15,000
Dakar rally, the itinerary of an exceptional competition	15,000
Motorcycle exhibition (+ art gallery)	20,000





PORSCHE

Carrera

PORSCHE



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SPECIAL FEATURES

Already a Rétromobile partner or exhibitor?

Make an impression by sponsoring one of the headline features of the next show!



STAR VEHICLES

PRICE: €10,000 EX-VAT



Inaugurated at Rétromobile 2023, the Star Vehicles ("Véhicules Vedettes») concept aims to raise the profile of the exhibition's five most exceptional vehicles. Each of these vehicles will be unveiled in turn at the preview evening by the official speaker, in front of several hundred media representatives, and will benefit from a dedicated communication plan for the duration of the event.



NEW

MUSICAL CHALLENGE

PRICE: €10,000 EX-VAT



A major new feature of the 2024 preview evening, this touring performance by a dozen artists will roam the aisles of the exhibition for an hour. Both an immersive and poetic experience and a moment of shared emotion, it is sure to leave an everlasting impression on the 5,000 or so VIP and media guests in attendance.



NEW

CONSERVATION AWARD

PRICE: €5,000 EX-VAT

A brand new award to distinguish and publicise the most authentic pre-war vehicle among those on show.

NEW

PROGRAMME PRECERCLE

Prices and additional details
on request

A new programme exclusively open to the world's 500 biggest automobile collectors with the aim of inviting them, welcoming them and enabling them to meet the show's exhibitors in ideal conditions.

Become a partner of this programme and thereby take advantage of Rétromobile to build special ties with visitors from all over the world.



**DEDICATED RECEPTION
AREA AT SHOW ENTRANCE**
throughout the show



**ACCESS TO PREVIEW
EVENING**
3 hours before official opening



DEDICATED PRIVATE LOUNGE
in the middle of pavilion 1



CLOAKROOM SERVICE



CONCIERGE SERVICE
to book a hotel, an airline ticket,
a taxi, etc.



FULL ACCESS PASS
to visit stands and Artcurial auction

In association with the most prestigious American and European automobile clubs and collector circles.

ARTCURIAL

// Motorcars



LOT 203 – 1968 PORSCHE 907 USINE



EUR 3.800.000
USD 4.332.000
GBP 3.192.380
CHF 3.979.740

ARTCURIAL

// Motorcars



Osenat

Osenat

100^{ans} QUAND LES FRANÇAIS BRILLET

Auction hou

SALON
**RETRO
MOBILE**
LE PASSE A TOUJOURS UN FUTUR

VÉHICULE
VEDETTE
2023

ANNEXES

FIS
FINE



MG, 100 YEARS OF AUTOMOTIVE PASSION

The MG make is celebrating its hundredth anniversary. Starting from basic modified Morris chassis in 1923, its founder Cecil Kimber created a line of models that would over the years become the archetypal example of British racing cars... with a philosophy encapsulated in a simple slogan: "Safety Fast."

For its centenary, come and (re) discover the history of the make through an original exhibition offering a blend of archives and touring, racing and land speed record cars that have never been seen before in France.



In association with

BRITISH
MOTOR
MUSEUM

SPECIAL EXHIBITIONS

LINAS-MONTLHÉRY RACETRACK, THE STAGE FOR ALL THE RECORDS

A legendary site in the south of the Paris region, the Linas-Monthéry racetrack is today one of the most prestigious addresses in French automotive history. No surprises here: over the years the track and its oval speedway have been the theatre for fervent automotive passion and multiple speed records. For the 100th anniversary of the racetrack, Rétromobile offers an unprecedented display looking back at the history of this magical venue.



In association with



SPECIAL EXHIBITIONS

DAKAR RALLY, THE ITINERARY OF AN EXCEPTIONAL COMPETITION



Some competitions are responsible for irreversibly changing the face of motor sport. The Dakar Rally is one of them, and every year since 1978 has offered a race stretching several thousand kilometres where driver and machine are as one in the face of adversity. In 2024, Rétromobile pays tribute to the Dakar Rally with a first-time exhibition dedicated to the competition's flagship cars and motorcycles, in the words of the men and women who shaped its history.



In association with

A.S.O.
Amaury Sport Organisation

COMEXPOSIUM

	PRICE (€ EX-VAT)
EXHIBITOR LIST	
Logo	290
Name in bold	90
OFFICIAL PROGRAMME	
Back cover	4 000
Page	3 500
½ page	1 500
¼ page	750
VISITOR PLAN	
Back cover	3 500
Advert	1 500
Logo	1 500
ON-SITE VISIBILITY	
Logo on directional floor plan	1 500
Decal entrance 1	612
Decal entrance 3	620
Floor tiles	1 500

	PRICE (€ EX-VAT)
VISITOR NEWSLETTER	
Pack of 3 banners	1 500
Banner	600
EXHIBITOR NEWSLETTER	
Pack of 3 banners	1 500
Banner	600
WEBSITE	
Home page banner	1 600
Useful info page banner	1 250
SOCIAL MEDIA	
Digital campaign	5 000
New – 2-3 min video	2 000
Nex – 30 sec teaser	1 000
New – Video + teaser package	2 500
SAMPLING RIGHTS	
2 staff – day	1 500
5 staff – day	3 000
2 staff – week	4 000
5 staff - week	7 500

METROPOLE

PAVILION	PRODUCT	TOTAL PRICE (€ EX-VAT)
1	Giant canvas gate A1 1 sided	13 080
1	Panoramic display, dome	13 440
1	Dome module, gate V	6 090
1	Backlit panels 1.1	6 140
3	Canvas	6 310
3	Digital ring	8 860

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RETRO
MOBILE
THE PAST STILL HAS A FUTURE

FROM 31 JANUARY
TO 4 FEBRUARY 2024

YOUR CONTACT

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