

**FROM HERITAGE TO HYPERSPORTS:
RETROMOBILE TRIOMPHE WHILE
CELEBRATING ITS 50TH ANNIVERSARY
THE ULTIMATE SUPERCAR GARAGE
ESTABLISHES ITSELF AS THE BENCHMARK
EVENT FROM ITS VERY FIRST EDITION**



Paris, February 3, 2026 – From January 28 to February 1, 2026, Paris Expo Porte de Versailles hosted two exceptional events: the 50th anniversary edition of Rétromobile and the launch of the Ultimate Supercar Garage. Two shows, two worlds, one resonating success both on site and in the media.

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RECORD IN ATTENDANCE

Placed for the first time under the patronage of the Ministry of Culture, this anniversary edition will go down history. Rétromobile welcomed 181,500 visitors (+24% compared to the 2025 edition), confirming its status as the world's leading show dedicated to classic cars. In recognition of its major role in preserving and promoting automotive heritage, the FIA Founding Members Club also awarded Rétromobile a highly symbolic prize: the "FIA Heritage Cup 2025."

Committed to preserving, educating and passing on an exceptional technical and cultural heritage, the fair brought together collectors, institutions, artisans, experts and enthusiasts in an atmosphere marked by emotion and conviviality.

The first edition of the Ultimate Supercar Garage was a huge success, attracting 63,450 visitors. This new event, entirely dedicated to modern supercars and held in conjunction with Rétromobile, marked the official launch of a prestigious and high-performance automotive year and, right from its inaugural edition, established itself as the benchmark event of Europe.

Together, the two events brought together all generations, families, friends, enthusiasts, and collectors, who came in large numbers to celebrate this great automotive festival, generating unseen attendance. Aware that this has impacted access and visiting conditions, an action plan is already being studied to welcome the ever-increasing number of visitors in the best possible conditions starting next year.

RÉTROMOBILE: EXHIBITIONS THAT MADE THE EVENT



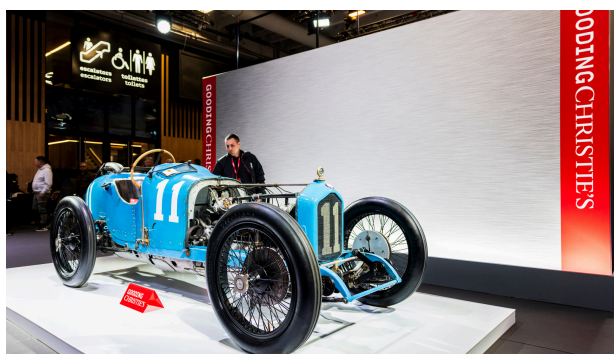
The flagship exhibitions at this year's event were a huge hit with the public. The Bugatti railcar from the Cité du Train - SNCF heritage, a unique piece and a true treasure of French industrial heritage, fascinated visitors with its history, exceptional character and scenography designed specifically for this exhibition. The latter greatly contributed in increasing the media coverage of the two shows, generating an unprecedented level of exposure in the media and digital platforms.

The BMW Art Car World Tour exhibition, brought together for the first time in France the seven Art Cars from the 24 Hours of Le Mans, generated considerable excitement by offering a unique dialogue between contemporary art and motor racing. The iconic BMW Art Car by Alexander Calder, the star of this anniversary edition, also benefited from impressive media coverage, both at the show and beforehand, as it was exhibited free of charge to the public in the courtyard of the Hôtel de la Marine on Place de la Concorde for a the second half of January.



The retrospective 'The Golden Age of Rally', in partnership with the Gino Macaluso Foundation and Orega, also made a lasting impression, both for the quality of the vehicles on display and for its live stage, which attracted a large audience, particularly when François Chatriot, Bruno Saby, Dany Snobeck, Didier Auriol and Ari Vatanen made appearances.

Finally, the exhibition dedicated to Steve McQueen, in partnership with Les Epicuriens, NOC and Axa Passion, immersed visitors in the world of the 'King of Cool', appealing to fans of motorbikes, cinema and pop culture.



The official auction organised by Gooding Christie's was also a great success. This was the first sale in Europe organised by this auction house, which became a partner of Rétromobile. A total of 80% of the package presented changed of owners, with a total sales exceeding €50 million. Another noteworthy information was the new world record for a 1984 Ferrari 288 GTO, which was sold for €9,117,500.

HONOURING THE MANUFACTURERS



Iconic brands also shone at this year's show, with no fewer than 32 manufacturers officially present. On the agenda were retrospectives, anniversaries and world premieres.

The Motorcycle Village at Rétromobile rocked to the beat of Ducati's 100th anniversary and Royal Enfield's 125th anniversary.

THEY TESTIFY



"The huge success of the exceptional BMW Art Cars exhibition, marking 50 years of the collection and Rétromobile, shows that the passion for art and cars is still alive and well in the hearts of the French and the many foreign enthusiasts who attended. I would like to warmly thank Romain Grabowski for making this dream come true and showing that by building on heritage, innovation and art, we are shaping the future of mobility." - **Vincent Salimon, Chairman of the Board of BMW Group France**

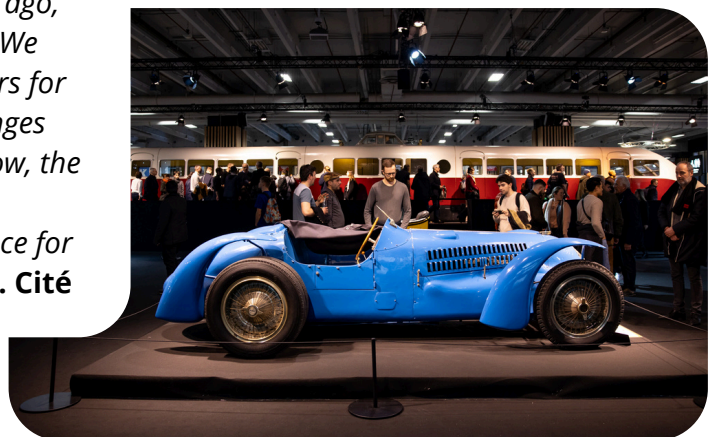
"A wonderful edition for a double anniversary: 50 years of Rétromobile and 100 years of Ducati! For us, it was the kick-off for all our anniversary events, which will run until 4 July in Misano. Thanks to this show, we successfully carried out three different activations with our clubs, dealers and top buyers." - **Tom Dessertenne, Marketing and Communications Director, Ducati West Europe.**



*"Rétromobile has come of age 50 years after its creation; a focal point for all automotive legends (past, present and future), Rétromobile symbolises the French people's love of cars, beyond concerns, partisan debates or accusations. Long live motor shows
Long live the automobile"* - **Arnaud Belloni - Global CMO Renault**

"Citroën was proud to return to the Rétromobile Show for its 50th anniversary edition and to celebrate its history of innovation and creativity, from the 1939 2CV concept to the new ELO concept, presented to the French public for the first time. This presence generated a great enthusiasm, confirming the public's attachment to a brand that, for 107 years, has been reinventing itself while remaining true to its fundamentals: individual mobility, proximity, comfort and design." - **Edouard George, Director of Citroën France**

"Extraordinary! It exceeded all my dreams. How, from a simple email to Romain Grabowski two years ago, we ended up with this magnificent exhibition... We were touched by the passion of the many visitors for the history of this legendary railcar. The exchanges were incredibly rich! The atmosphere of the show, the kindness of everyone, the special conviviality... Rétromobile will remain a memorable experience for us." - **Sylvain Vernerey, Managing Director. Cité du Train**



"We are delighted with this anniversary edition, in which we decided to pay tribute to the founders of Rétromobile, that were all connected to the Bugatti Club. We presented three magnificent cars belonging to François Melcion, Marc Nicolosi and Brigitte Benoit-Latour, as well as a model of the Aérotrain, Thierry Farges' legendary prototype. These 50 years of Rétromobile are also our history, and we can't wait to write the next chapter!" - **Sébastien Benoit-Latour, President of the Bugatti Club**



ULTIMATE SUPERCAR GARAGE: A CHALLENGE ACCEPTED, A SUCCESSFUL FIRST EDITION

The brand new event dedicated to hypercars brought together an extraordinary line-up. Alfa Romeo, Aston Martin, Bentley, Bertone, Bugatti, Eccentrica, Ferrari (represented by Charles Pozzi), HWA, Lamborghini Paris, Lotus, Maserati, Pagani, Praga, Renault Turbo 3E and many other brands, dealers and manufacturers came together for the first time. This was a first in Europe! They embody the excellence and diversity of the international automotive scene, combining heritage, technological innovation, design and extreme performance.

THE LIVE STAGE AT THE HEART OF THE EVENT



The event brought together major brands focused on design and performance, punctuated by numerous world premieres on the live stage. Bugatti inaugurated this first edition by exclusively unveiling the second model in their Solitaire Programme, the Bugatti F.K.P Hommage. Bertone presented the new Runabout for the very first time, while Donkervoort unveiled the P24 RS in a world premiere.

Bentley made a lasting impression with the first presentation in France of the Continental GT Supersports, and Lotus unveiled its latest electric hypercar.

Alfa Romeo and Maserati also attracted attention with the joint presentation, a first for the public, of their Bottega Fuoriserie ultra-customisation programme.



Pagani highlighted its artisanal approach, while Automobili Mignatta shared the philosophy behind its barchetta. Finally, Eccentrica and Pirelli closed this segment with a V12 hypercar and innovative smart tyre technology.



A NEW GENERATION WON OVER

Faced with a growing market of 8.5% per year and the emergence of a new generation of ultra-connected enthusiasts, Ultimate Supercar Garage has found its audience. The interest of younger generations in these supercars, which embody performance, exclusivity and freedom, has confirmed the relevance of this new event.



"Participating in Rétromobile 2026 was a particularly positive experience. The show confirms its role as an unmissable event for enthusiasts, collectors and major players in the sector. The quality of the discussions, the large crowds and the interest shown in our brand are testament to the dynamism and vitality of cutting-edge automotive technology.

Quarkus' presence in the Ultimate Supercar Garage hall allowed us to showcase our world and our vision to a demanding and passionate audience, in a setting that perfectly matches the brand's DNA. We are proud to have taken part in this edition and hope to be there again in 2027!" - **Amandine Bouzon, Director, Quarkus**

"Our participation in this new event went very well. Ultimate Supercar Garage attracted a large audience. For a first edition, the organisation was very professional and the live stage offered quality entertainment for visitors." - **Quentin Mond, Lead Sales Operations - Donkervoort**



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Romain Grabowski,
Director of the
Rétromobile & Ultimate
Supercar Garage motor
shows

“This edition presented a triple challenge: to celebrate Rétromobile's 50th anniversary in style, to integrate our new partner Gooding Christie's, and to launch a new co-located event, the Ultimate Supercar Garage. The record attendance and the amount of transactions carried out throughout the week are proof that these challenges were successfully met. The car enthusiast ecosystem was buzzing all week in Paris, and I would like to thank the exhibitors, partners, visitors, and all the organising teams without whom none of this would have been possible.”

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This exceptional anniversary edition marks a new chapter in the history of the show, as it will be exported across the Atlantic for the first time, to New York from 19 to 22 November 2026. See you from 3 to 7 February 2027 in Paris at the Parc des Expositions de la Porte de Versailles for the next Paris editions of Rétromobile and Ultimate Supercar Garage.

Soutenu
par



Media enquiries: Peter & Associés - +33 1 42 59 73 40

Solène Bouchut – sbouchut@peter.fr - +33 6 31 60 44 24

Pauline Broustal – pbroustal@peter.fr - + 33 6 25 42 84 86

Akagency

Aleksandra Kawecki - aleksandra@akagencyparis.com - +33 6 82 30 35 57

À propos de Comexposium

Le Groupe Comexposium figure aujourd'hui parmi les leaders mondiaux de l'organisation d'événements professionnels et grand public. Il organise plus de 400 salons, expositions, congrès, rendez-vous one to one, dans 20 pays.

Comexposium organise notamment le SIAL, premier réseau mondial d'événements des professionnels de l'agro-alimentaire, les événements Wine Paris et Vinexpo, premier réseau mondial de rencontres d'affaires dédiées aux vins et spiritueux, Who's Next, Les Assises de la cybersécurité, Foire de Paris, Rétromobile, le Salon Mondial du Chocolat ou encore les salons de l'Étudiant.

Présent notamment sur les secteurs de l'agro-alimentaire et la boisson, l'orientation/éducation, la sécurité, les industries créatives, le retail/digital, les loisirs, la santé et l'automobile, Comexposium anime des communautés de professionnels et de passionnés à travers le monde, grâce à une stratégie omnicanale. Situé à Courbevoie, le Groupe emploie près de 1 200 collaborateurs répartis dans ses différentes filiales.

Le Groupe Comexposium est détenu à parité par SIPAC, filiale de la Chambre de Commerce et d'Industrie de Paris Île-de-France, et Crédit Agricole Assurances.