

The Mobylette, a beloved icon, will be featured at Rétromobile 2027 as part of the Mob' in France exhibition

Paris - November 16, 2026

- **From February 3 to 7, 2027, Rétromobile will feature an exhibition dedicated to the French Mobylette, a true icon of popular culture.**
- **Organized in partnership with the Station 70 Museum and the Mobylette Club of Île-de-France, and with the support of Axa Passion, the exhibition will take place in the heart of Pavilion 7.2.**
- **It offers an immersive journey through nearly thirty years of French moped history, featuring iconic models and scenes from everyday life that have left their mark on several generations.**

Sometimes, all it takes is the unmistakable sound of a two-stroke engine to bring an entire era rushing back. A first taste of freedom for teenagers, a trusted companion for workers, postmen, students and rural communities, the **French Mobylette** — embodied by the iconic **Motobécane AV88**, affectionately known as **"La Bleue"** — was part of everyday life for millions of French people throughout the post-war boom years.

From **February 3 to 7, 2027**, Rétromobile will pay tribute to this cultural icon with **Mob' in France**, an exhibition created in partnership with the **Station 70 Museum**, the **Mobylette Club d'Île-de-France**, with the support of **Axa Passion.**

Located in Normandy between Utah Beach and Omaha Beach, **Station 70, the N13 Museum**, is a true hidden gem, bringing together motorcycles, cars, scale models and period memorabilia spanning from the 1920s to the 1990s. Driven by a passion for collecting and preservation, the museum works to safeguard the legacy of French mopeds and revive the spirit of classic motorsport.





Based in Montmartre, the **Mobylette Club Paris Île-de-France** brings together enthusiasts of vintage mopeds and classic small-displacement motorcycles. Through the restoration of period models, the search for rare parts and friendly group rides, the club keeps the passion for vintage two-wheelers alive and shares it with new generations.

Designed as a **journey through collective memory**, this retrospective will bring together iconic models and immersive scenes inspired by everyday life in France, across more than **450 sqm in the heart of Hall 7.2**.

When Motobécane created a new way of life



The story of the moped began in post-war France. As the country gradually returned to prosperity, **Motobécane** unveiled an **entirely new type of vehicle** in 1949, built around a reinforced bicycle frame and a 49.9 cc engine. Named **Mobylette**, a combination of the French words “mobile” and “bicyclette” (bicycle), it answered one of the era’s greatest aspirations: **giving everyone the freedom to get around.**

Affordable, economical and easy to use, the Motobécane AV3 achieved immediate success. A few years later, the AV88, quickly nicknamed **“La Bleue”**, became the most produced moped in the world, symbolising a France undergoing profound **industrial and social transformation**.

Peugeot 103: The sound of an entire generation



At the end of the 1960s, a new generation of mopeds emerged with the arrival of the **Peugeot 103**. More modern and robust than the Bleue or the Vélosolex, it reflected the changing face of French society and quickly became an essential part of everyday life for a whole generation.

Its iconic starting ritual, lively engine sound and the unique feeling of those first rides remain deeply engraved in the memories of everyone who rode one. Alongside Motobécane, the Peugeot 103 would go on to write one of the greatest chapters in the history of French two-wheelers.



The Mob': a shared piece of popular heritage passed down through generations

The moped quickly became an **essential means of transportation**. Available from adolescence onwards, it accompanied first journeys to school, outings with friends, first jobs and daily commutes in both towns and the countryside.

Parked outside cafés, carrying a postman’s satchels, a shopping basket or an artisan’s tools, it became one of the most familiar sights across France. Over the decades, the “**mob**’” became deeply rooted in **collective memory**, even entering the dictionary and becoming one of the enduring **symbols of the Trente Glorieuses**, France’s post-war period of economic growth.

A legend that never left the road

Although mopeds gradually disappeared from the roads as new forms of transportation emerged, they never truly left people's memories. Restored, collected, exchanged at gatherings or passed down within families, the Motobécane AV3, AV88, Peugeot 103, Vélosolex and many other models are now experiencing a genuine revival among enthusiasts of all generations.

Through **Mob' in France**, Rétromobile 2027 celebrates this **popular heritage** and pays tribute to those who continue to keep its story alive. An exhibition where the memories of an entire generation come back to life — and where every visitor will rediscover, for the duration of a visit, a piece of their own personal history.

Two events, one shared passion for exceptional cars

At the same time, Hall 6 will host the Ultimate Supercar Garage, a premier event dedicated to modern supercars. Both shows will open their doors together during a joint preview on Tuesday, February 2, 2027; combined tickets will provide access to both events. Tickets are now on sale.

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