

03 - 07 FEB 2027

# HOW ABOUT BECOMING A PARTNER OF RETROMOBILE?



**250 LM**  
Chassis no. 5993  
1965

- V12 40°
- 230x7 cm<sup>3</sup>
- 200 hp at 7500 rpm
- 5-speed manual gearbox

Chassis 5993 is one of the most celebrated racing cars of all time. Overall winner at the 1965 24 Hours of Le Mans, driven by Masten Gregory and Jackie Rodd for the North American Racing Team.

• 24h Le Mans 1965	Gregory / Rodd	1 <sup>er</sup>
• Daytona Continental 1966	Rodd / Bonbrant	1 <sup>er</sup>
• 24h Daytona 1968	Gregory / Piper	2 <sup>nd</sup>
• 24h Le Mans 1968	Gregory / Kobb	2 <sup>nd</sup>
• 24h Le Mans 1969	Zaccari / Foyt	1 <sup>er</sup>
• 24h Daytona 1970	Chiarotti / Young	1 <sup>er</sup>

NOT FOR SALE

# EDITORIAL

Considered by many to be the world's most exciting pop-up garage, Retromobile 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 Retromobile 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, Gooding Christies, 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 Retromobile*

**51 YEARS**

OF RÉTROMOBILE  
& BMW ART CARS

OVER

**2,000**

COLLECTOR VEHICLES  
ON DISPLAY

**150**

VEHICLES IN THE UNDER  
€30K ZONE

COLLABORATION WITH

**8 MUSEUMS**

**80,000 SQM**

OF EXHIBITION SPACE

**650**

EXHIBITORS, INCLUDING  
170 NEWCOMERS

**1**

EVENING PREVIEW

OVER

**€50M**

GENERATED BY THE  
OFFICIAL GOODING  
CHRISTIE'S AUCTION

SPONSORING

SPONSORING

# OUR HERITAGE BASED APPROACH

Retromobile 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 Federation Francaise des Vehicules d'Epoque (FFVE) and museums, Retromobile focuses the headlights on, and contributes to, a number of initiatives aimed at preserving our motorised heritage.

Since 2024, Retromobile has awarded the «Retromobile Preservation Trophies» each year, celebrating owners of pre- and post-war vehicles whose preservation is deemed closest to the vehicle's original condition.

SPONSORING



8

PARTNER MUSEUMS

50

YOUNG PEOPLE TRAINED / YEAR

MORE THAN 60  
VEHICLES CONSERVED SINCE 2008



# RETROMOBILE 2026 : THE AFTERMOVIE



SPONSORING  
SPONSORING

RETROMOBILES [www.bumat.com](http://www.bumat.com)

SKODA Motorsport | 125 AN

# OUR PARTNERS

Retromobile 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 181,500 enthusiasts, we work hand in hand throughout the year to achieve these goals.

## OFFICIAL PARTNERS

RICHARD MILLE **MOTUL** GOODINGCHRISTIE'S KOREGE®

## OFFICIAL SUPPLIERS

GROUPE **PREVOST**

## MEDIA PARTNERS

RTL

**AUTOMOTO**  
LA CHAÎNE®

**AUTO HEROES**  
LES CHANES AUTOS  
DE FRANCE

**GAZOLINE**  
L'ESSENCE EN FRANCE

**L'argus**

**LE FIGARO**  
magazine

**YOUNGTIMERS**

**CARADISIAC**

SPONSORING

Škoda

Of

10

SPONSORING

**MOTUL**

**MOTUL**  
x  
**BRABUS**

**MOTUL**  
UNE GAMME COMPLÈTE  
POUR ENTREtenir VOTRE  
VÉHICULE CLASSIQUE



SPONSORING  
SPONSORING

# PARTNERSHIP LEVELS

## TITLE PARTNER

Information on request

1  
SPACE  
AVAILABLE

## OFFICIAL PARTNERS

> MORE INFO +

5  
SPACES  
AVAILABLE

## OFFICIAL SUPPLIERS\*

> MORE INFO +

8  
SPACES  
AVAILABLE

## ZONE PARTNERS

> MORE INFO +

4  
SPACES  
AVAILABLE

## OFFICIAL EXHIBIT PARTNERS

> MORE INFO +

4  
SPACES  
AVAILABLE

## MEDIA PARTNERS\*

Information on request

 Exclusive to a sector

\* In-kind partnership POSSIBLE

Mercedes-Benz

Accessories

Information

101  
ERS  
ITY  
TISE  
IDS

R&M Soth



SPONSORING  
SPONSORING

MERCEDES-BENZ

# OFFICIAL PARTNERS

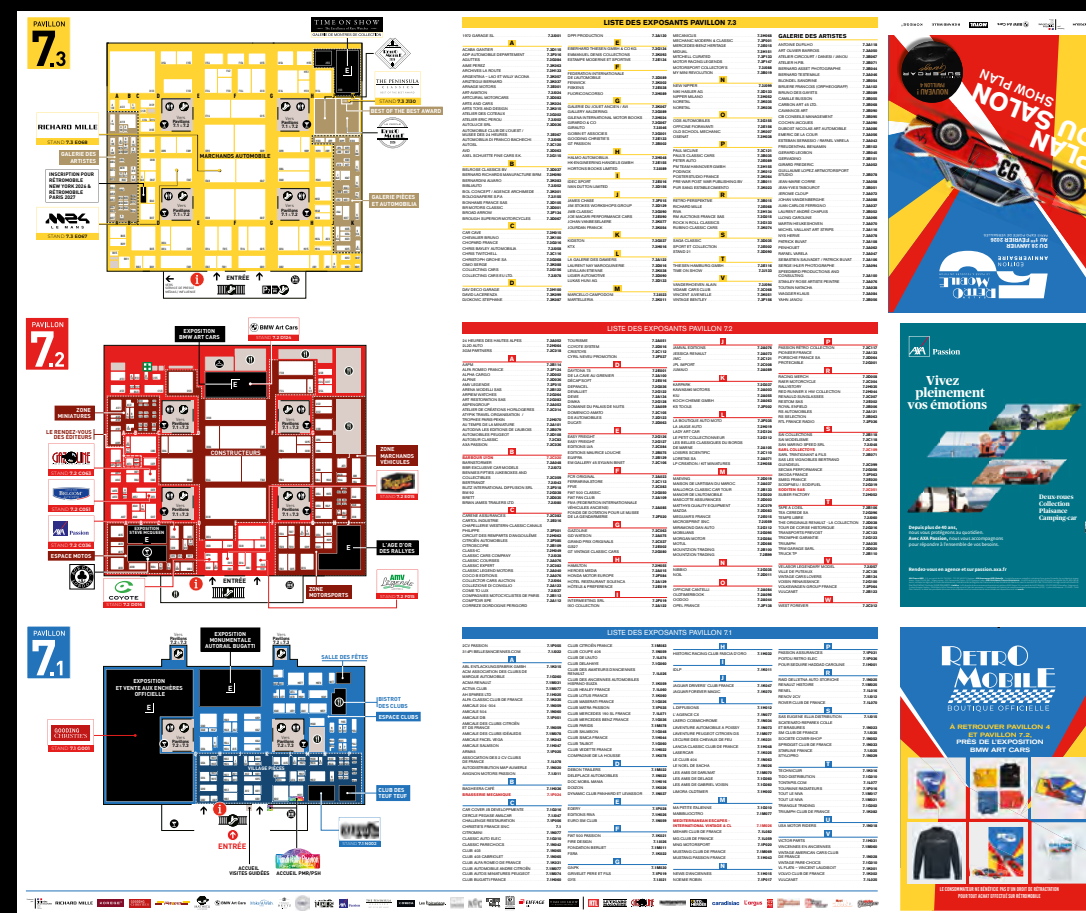


SPONSORING

**PRICE: €100,000 EX-VAT**

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

# OFFICIAL SUPPLIERS



**PRICE: €40,000 EX-VAT**

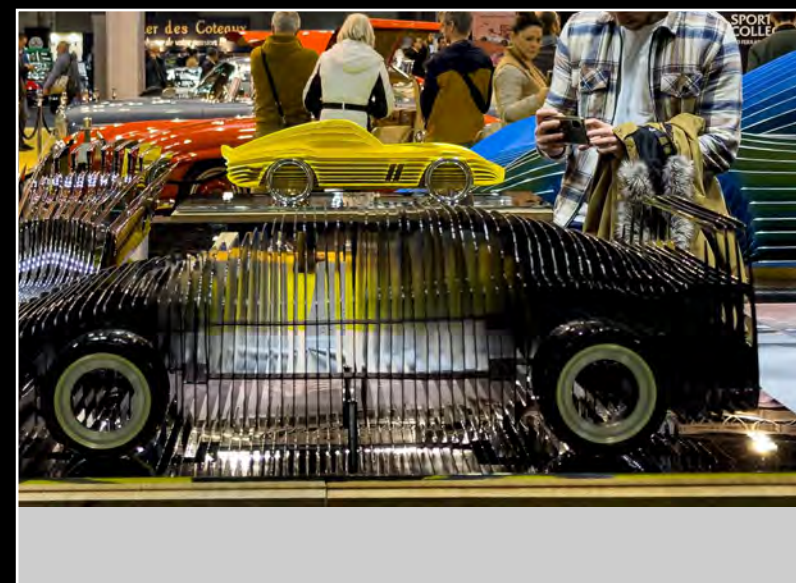
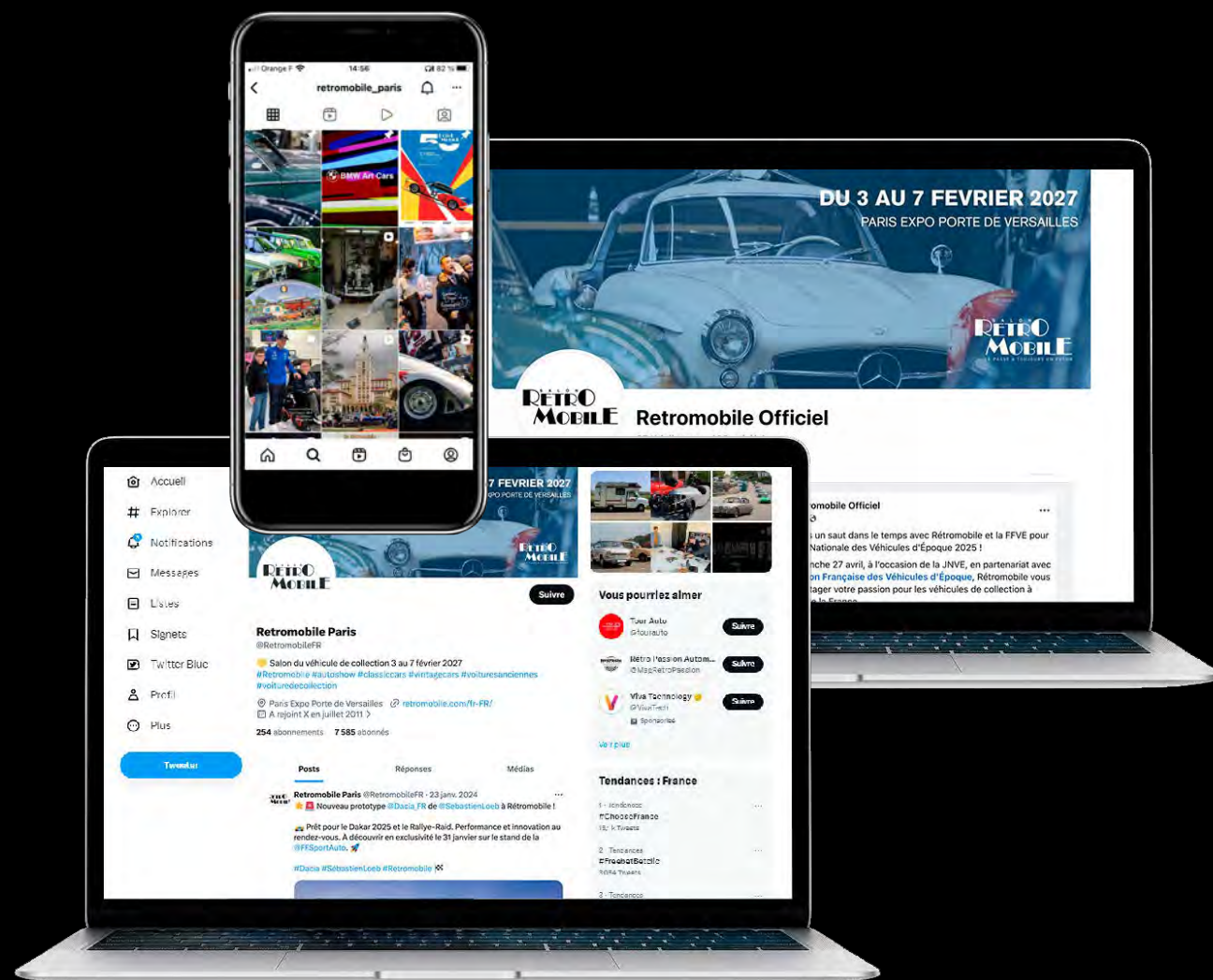
<b>Exclusive to sector</b>	YES
<b>Naming / marketing rights</b>	Official supplier of Retromobile
<b>Logo</b>	Co-branded
<b>Duration</b>	3 years
<b>Comexposium promotional tools</b> <a href="#">&gt; MORE INFO +</a>	<p><b>PRINT</b></p> <ul style="list-style-type: none"> <li>• 1/2 page advert in official programme</li> <li>• Logo on visitor plan</li> <li>• Logo on tickets</li> </ul> <p><b>DIGITAL</b></p> <ul style="list-style-type: none"> <li>• Logo on website with URL redirection</li> <li>• 1 article/year in exhibitor newsletter</li> <li>• 1 article/year in visitor newsletter</li> </ul> <p><b>INDOOR VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Logo on directional floor plans</li> </ul>
<b>Metropole promotional tools</b> <a href="#">&gt; MORE INFO +</a>	-
<b>Sponsoring</b>	Choice of sponsorship (exhibit, zone or special feature) or stand up to value of €10,000 ex-VAT
<b>Cooperation on editorial schedule</b>	YES
<b>Sampling rights</b>	YES (weekdays)
<b>Hospitality</b>	Optional (10% discount)
<b>Stand</b>	Choice of sponsorship (exhibit, zone or special feature) or stand up to value of €10,000 ex-VAT
<b>Tickets</b>	<ul style="list-style-type: none"> <li>• 50 preview invitations</li> <li>• 20 day invitations</li> <li>• 8 exhibitor passes</li> <li>• 6 VIP week passes</li> </ul>

SPONSORING

SPONSORING

# ZONE PARTNERS

SPONSORING  
SPONSORING

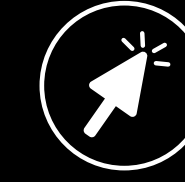


**PRICE: €15,000 - €20,000 EX-VAT**

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

ZONES	PRICE (€ EX-VAT)
<b>Vehicles under €30K</b>	20,000
<b>Clubs Bistro</b>	10,000
<b>Artists' Gallery</b>	15,000
<b>Retromobile Street</b>	15,000
<b>Motorcycle zone</b>	15,000
<b>Parts Fair - 2 days</b>	15,000

# EXHIBIT PARTNERS



READ THE BROCHURE !

PRICE: €15,000 - €25,000 EX-VAT

Sector exclusivity	-
Naming / marketing rights	Partner of ... exhibit at Retromobile
Logo	-
Duration	1 year
Comexposium promotional tools <a href="#">&gt; MORE INFO +</a>	<p><b>PRINT</b> (directional materials)</p> <ul style="list-style-type: none"> <li>· Citation in exhibit presentation wording in official programme</li> <li>· Logo on visitor plan</li> </ul> <p><b>DIGITAL</b></p> <ul style="list-style-type: none"> <li>· Logo on website with URL redirection</li> <li>· 1 article/year in exhibitor newsletter</li> <li>· 1 article/year in visitor newsletter</li> </ul> <p><b>INDOOR VISIBILITY</b></p> <ul style="list-style-type: none"> <li>· Logo on directional floor plans</li> <li>· Logo on all signage of exhibit concerned (drop banners,</li> </ul>
Metropole promotional tools <a href="#">&gt; MORE INFO +</a>	-
Sponsoring	-
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"> <li>· 20 preview invitations</li> <li>· 10 day invitations</li> <li>· 5 exhibitor passes</li> <li>· 3 VIP week passes</li> </ul>



SPONSORING

## EXHIBITS

## PRICE (€ EX-VAT)

Exhibition - Hall 7.2: Pre-War	15,000
Exhibition - Hall 7.2: Racing / Competition	15,000
Motorcycle Exhibition - Hall 7.2	20,000
Exhibition - Hall 4: Manufacturer Anniversary	75,000



THE ORIGINALS RENAULT

SPONSORING SPONSORING

# SPECIAL FEATURES

Already a Retromobile 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 Retromobile 2023, the Star Vehicles («Vehicules 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.



## MUSICAL CHALLENGE

PRICE: €10,000 EX-VAT



At the 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.



## 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.



# PROGRAMME LE CERCLE

Prices and additional details  
on request

This programme, exclusively reserved for the world's 500 biggest collectors, aims to identify them, invite them and offer them the best possible visit experience.

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

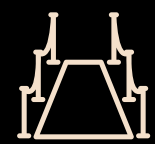
**SPONSORING**  
SPONSORING



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



**CLOAKROOM SERVICE**



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



**CONCIERGE SERVICE**  
to book a restaurant, a flight,  
a taxi, etc.



**DEDICATED PRIVATE LOUNGE**  
in the middle of Hall 7.3



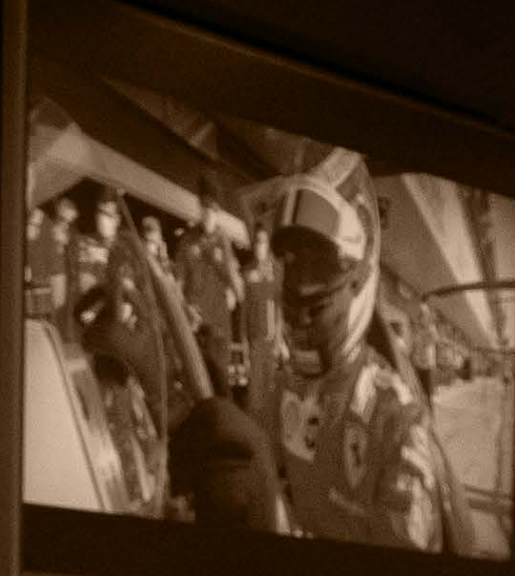
**FULL ACCESS PASS**  
to visit stands  
and Gooding Christies auction

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

RICHARD MILLE

RICHARD MILLE

RICHARD MILLE



SPONSORING SPONSORING

**312 B**  
 Chassis no. 003  
 1970

- V12 180°
- 3 litres
- 460 hp at 12000 rpm
- 5-speed manual gearbox

Single-seater driven by Jacky Ickx in 1970 in the Belgian GP (4<sup>th</sup>), British GP (Retired), German GP (2<sup>nd</sup>), Italian GP (Retired), US GP (4<sup>th</sup>), Mexican GP (1<sup>st</sup>), and Clay Regazzoni in the Dutch GP (4<sup>th</sup>), Austrian GP (2<sup>nd</sup>).

In 1971 the single-seater was driven by Jacky Ickx in the Spanish GP (2<sup>nd</sup>), GP Memorial Ghisler at Hockenheim (1<sup>st</sup>) and by Mario Andretti in the Dutch GP (Retired).

NOT FOR SALE

# ANNEXES

SPONSORING  
SPONSORING

# PROMOTIONAL TOOLS

Want to take your participation in Retromobile further? Take advantage of our many communication tools tailored to your needs!

COMEXPOSIUM		PRICE (€ EX-VAT)	
<b>EXHIBITOR LIST</b>			
Name in bold	90		
<b>OFFICIAL PROGRAMME</b>			
Back cover	4,500		
Page	3,500		
1/2 page	1,500		
1/4 page	750		
<b>VISITOR PLAN</b>			
Back cover	3,500		
Advert	1,500		
Logo	1,500		
<b>ON-SITE VISIBILITY</b>			
Logo on directional floor plan	1,500		
Floor tiles	1,500		
<b>VISITOR NEWSLETTER</b>		PRICE (€ EX-VAT)	
Pack of 3 banners	2,500		
Banner	1,000		
<b>EXHIBITOR NEWSLETTER</b>			
Pack of 3 banners	2,500		
Banner	1,000		
<b>WEBSITE</b>			
Home page banner	1,600		
Useful info page banner	1,250		
<b>SOCIAL MEDIA</b>			
Digital campaign	5,000		
2-3 min video	2,000		
30 sec teaser	1,000		
Video + teaser package	2,500		
<b>SAMPLING RIGHTS</b>			
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)
outside	9 Double-sided Kakemonos	7,000
outside	5 Travelator Wraps (5 segments available)	10,000
7	Escalator Wraps	10,500
4	Banners - 29 sq.m	5,000
4	Banners - 58 sq.m	9,000
4	Banners - 87 sq.m	11,000
7	Atrium Side Banners (2 sides available)	8,500
7	Glass Railing Panels	5,000
7.3	Atrium LED Wall	10,000/spot (excluding technical costs)
7	Hoarding wrap	15,000 (excluding technical costs)
outside	Travelator module hoarding	2,500 (excluding technical costs)
4	Banners on wooden cladding	2,500 (excluding technical costs)
4	Corner covering	2,500 (excluding technical costs)



SPONSORING  
SPONSORING

# THANK YOU!

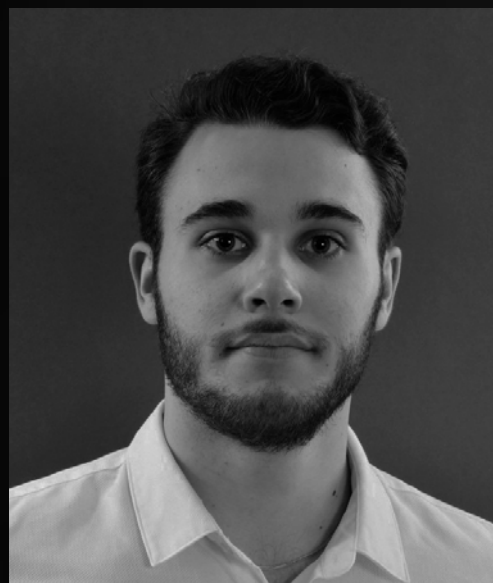


**MICHAEL  
GERABLIE**

Market Manager

@ michael.gerablie@comexposium.com

+33 6 59 39 48 97



**MARIUS  
RIVES**

Sales Manager

@ marius.rives@comexposium.com

+33 6 62 14 45 28



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

**SEE YOU FROM  
FEBRUARY 3 TO 7,  
2027**