

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

05 - 09 FEV 2025

**PROMOTIONAL
TOOLS :**
**MEET AND INTERACT
WITH 130,000
ENTHUSIASTS !**

RETROMOBILE.FR / #RETROMOBILE   



RÉTROMOBILE

For the 49th edition of Rétromobile, the definitive Mecca of collector vehicles, step out to meet the 130,000 enthusiasts who will soon be exploring the aisles of the exhibition.

Whether as an exhibitor or a partner, whether you wish to increase your exposure year-round or as a one-off operation, join the race from pole position thanks to our all-round communications tools that can be adapted to suit your needs and goals!

1st
EVENT OF THE YEAR

49th
EDITION

5
DAYS

130,000
VISITORS

70%
ABC1 CATEGORY

55%
COLLECTORS

11%
WOMEN

19%
NON-FRENCH VISITORS

14
MANUFACTURERS
INCLUDING 6 MOTORCYCLE
MANUFACTURERS EXHIBITING AT THE
SHOW FOR THE FIRST TIME

lubricate
WITH **MOTUL**

1

BECOME MORE VISIBLE

**CAPTURE ATTENTION, ENHANCE YOUR
BRAND IMAGE AND STAND OUT FROM
YOUR COMPETITORS**

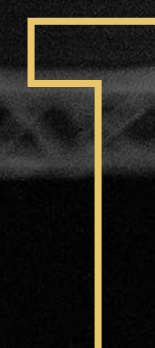
EXHIBITOR LIST ON THE WEBSITE

Capitalise on the 3 200 000 visitors to our website and stand out from the crowd by enhancing your company's visibility on the Rétromobile 2025 exhibitor list.

Company name
in bold €90

The top row of exhibitor cards features three cards, each with the 'SALON RETRO MOBILE' logo at the top. The first card is for 'JEEPSTER COLLECTION -...' with booth number '1 E072' and a description: 'Nous sommes spécialisés dans la restauration de véhicules'. The second card is for 'CLUB 403' with booth number '1 F035'. The third card is for 'IXO COLLECTIONS' with booth number '1 B073' and a description: 'IXOCOLLECTIONS est une filiale de PREMIUM &'.

The bottom row of exhibitor cards features three cards, each with the 'SALON RETRO MOBILE' logo at the top. The first card is for 'JEUX ARGENTANAIS' with booth number '1 B030'. The second card is for 'EASY IMPORT AUTO / SOSEA' with booth number '1 B064' and a description: 'Easy Import Auto est une Société de Transport AUTO'. The third card is for 'BAKELIT' with booth number 'D063' and a description: 'Retrouvez sur BAKELIT un catalogue de plus de 700 000'.



OFFICIAL GUIDE TO RÉTROMOBILE 2025

Distributed free of charge with a print run of nearly 60,000 copies, the official show guide is keenly awaited and kept as a souvenir by all visitors to Rétromobile. As a fine platform for your visibility, it will embed your brand in the minds of our visitor audience, both during and after the show

¼ page ad	€750
½ page ad	€1,500
Full page ad.....	€3,500
Back cover.....	€4,500



1

PLAN FLOOR

With 100,00 copies printed and distributed, the floor plan is the essential visiting aid for all attendees at Rétromobile. Help visitors find their way to your stand by displaying your brand on the plan !

- Logo on floor plan.....€1,500
- Logo on directional hall plans.....€1,500
- Advertising space.....€1,500
- Back cover.....€3,500

AGENDA BEST OF

CALENDAR BEST OF

HALL 1

EXPOSITION DU MUSÉE DES BLINDÉS DE SAIMOUR
EXHIBITION OF THE MUSEE DES BLINDÉS DE SAIMOUR

DU 30/01 AU 04/02 - 09H00 - 20H00
EXPOSITION DU CENTRAINE DE LA MARQUE MG
MG CENTRAIM Exhibition

DU 30/01 AU 04/02 - 09H00 - 22H00
REMISE DU TROPHÉE RÉTROMOBILE DE LA PRÉSERVATION
CORSAIRY FOR THE RÉTROMOBILE PRESERVATION AWARDS

31/01 - 20H00 - 20H45
LA RÉSORRECTION DE MANDARINE AVEC GAZOLINE
THE RESURRECTION OF MANDARINE WITH GAZOLINE

DU 31/01 AU 04/02 - 09H00 - 18H00
MG RÉTRO TOUR

DU 31/01 AU 04/02 - 16H00 - 18H00
DÉMONSTRATION DYNAMIQUE EN CHAIR CHAUFFÉE M04
DYNAMIC DEMONSTRATION OF THE CHAUFFÉE M04

31/01 - 01/02 - 03/02 - 04/02
11H00 - 20H00 / 16H00 - 18H00
DÉMONSTRATION DE VOTURE D'AVANT-GARDE PAR LE CLUB
DES TEMPS TEMPS
PRE-REQUIS: DEMONSTRATION OF THE CLUB DES TEMPS TEMPS

31/01 - 01/02 - 03/02 - 04/02
11H00 - 12H00 / 16H00 - 18H00
RESCRIPTEUR AVEC HUBERT HANDBERG, MAÎTRE D'ART ET
CHEVALIER DES ARTS ET LETTRES
RESCRIPTEUR WITH HUBERT HANDBERG, MASTER OF ART AND CHEVALIER DES ARTS
ET LETTRES

01/02 - 03/02
17H00 - 18H00 / 16H00 - 18H00
BÉNÉDICE DE MAGNUS WALKER & GERRY BLUMBERG
GERRIE BLUMBERG WITH MAGNUS WALKER & GERRY BLUMBERG

02/02 - 11H00 - 13H00
INTERVIEW ET Q&A DE MAGNUS WALKER
INTERVIEW AND Q&A WITH MAGNUS WALKER

02/02 - 20H00 - 20H30
ATELIER FFVE - PRÉSERVATION DES SAVOIR-FAIRE - LES MÉTIERS
AUTOUR DE L'AUTOMOBILE -
FFVE WORKSHOP-PRESERVING KNOW-HOW-AUTOMOBILE METIERS

02/02 - 16H00 - 17H00
ATELIER FFVE - DEVENIR COLLECTEURS :
ACQUISITION ET ENTRETIEN -
FFVE WORKSHOP-BECOMING COLLECTORS: ACQUISITION AND MAINTENANCE

04/02 - 16H00 - 17H00

AGENDA BEST OF

CALENDAR BEST OF

HALL 2

EXPOSITION « THE BORNHAYT LEGA »
DU 30/01 AU 04/02 - 09H00 À 22H00
VENTES AUX ENCHÈRES ARTISANAL MOTORCARS
ARTISANAL MOTORCARS AUCTIONS

PONT DES EXPOSITIONS

02/03 - 03/03 - 14H00
LE RALLYE DAKAR RACONTÉ PAR JACKY TCKI
THE DAKAR RALLY NARRATED BY JACKY TCKI

01/02 - 10H00 - 11H00
LE RALLYE DAKAR RACONTÉ PAR THIÉRY DE MONTGOMÉRIE
THE DAKAR RALLY NARRATED BY THIÉRY DE MONTGOMÉRIE

02/02 - 16H00 - 18H00
LE RALLYE DAKAR RACONTÉ PAR CYRIL NEVES
THE DAKAR RALLY NARRATED BY CYRIL NEVES

02/02 - 17H00 - 17H30
LE RALLYE DAKAR RACONTÉ PAR ANDRÉ BÉSSONNE
THE DAKAR RALLY NARRATED BY ANDRÉ BÉSSONNE

04/02 - 11H00 - 11H30

AGENDA BEST OF

CALENDAR BEST OF

HALL 3

EXPOSITION « THE BORNHAYT LEGA »
DU 30/01 AU 04/02 - 09H00 À 22H00
VENTES AUX ENCHÈRES ARTISANAL MOTORCARS
ARTISANAL MOTORCARS AUCTIONS

PONT DES EXPOSITIONS

02/03 - 03/03 - 14H00
LE RALLYE DAKAR RACONTÉ PAR JACKY TCKI
THE DAKAR RALLY NARRATED BY JACKY TCKI

01/02 - 10H00 - 11H00
LE RALLYE DAKAR RACONTÉ PAR THIÉRY DE MONTGOMÉRIE
THE DAKAR RALLY NARRATED BY THIÉRY DE MONTGOMÉRIE

02/02 - 16H00 - 18H00
LE RALLYE DAKAR RACONTÉ PAR CYRIL NEVES
THE DAKAR RALLY NARRATED BY CYRIL NEVES

02/02 - 17H00 - 17H30
LE RALLYE DAKAR RACONTÉ PAR ANDRÉ BÉSSONNE
THE DAKAR RALLY NARRATED BY ANDRÉ BÉSSONNE

04/02 - 11H00 - 11H30

AGENDA BEST OF

CALENDAR BEST OF

HALL 4

EXPOSITION « THE BORNHAYT LEGA »
DU 30/01 AU 04/02 - 09H00 À 22H00
VENTES AUX ENCHÈRES ARTISANAL MOTORCARS
ARTISANAL MOTORCARS AUCTIONS

PONT DES EXPOSITIONS

02/03 - 03/03 - 14H00
LE RALLYE DAKAR RACONTÉ PAR JACKY TCKI
THE DAKAR RALLY NARRATED BY JACKY TCKI

01/02 - 10H00 - 11H00
LE RALLYE DAKAR RACONTÉ PAR THIÉRY DE MONTGOMÉRIE
THE DAKAR RALLY NARRATED BY THIÉRY DE MONTGOMÉRIE

02/02 - 16H00 - 18H00
LE RALLYE DAKAR RACONTÉ PAR CYRIL NEVES
THE DAKAR RALLY NARRATED BY CYRIL NEVES

02/02 - 17H00 - 17H30
LE RALLYE DAKAR RACONTÉ PAR ANDRÉ BÉSSONNE
THE DAKAR RALLY NARRATED BY ANDRÉ BÉSSONNE

04/02 - 11H00 - 11H30

AGENDA BEST OF

CALENDAR BEST OF

HALL 5

EXPOSITION « THE BORNHAYT LEGA »
DU 30/01 AU 04/02 - 09H00 À 22H00
VENTES AUX ENCHÈRES ARTISANAL MOTORCARS
ARTISANAL MOTORCARS AUCTIONS

PONT DES EXPOSITIONS

02/03 - 03/03 - 14H00
LE RALLYE DAKAR RACONTÉ PAR JACKY TCKI
THE DAKAR RALLY NARRATED BY JACKY TCKI

01/02 - 10H00 - 11H00
LE RALLYE DAKAR RACONTÉ PAR THIÉRY DE MONTGOMÉRIE
THE DAKAR RALLY NARRATED BY THIÉRY DE MONTGOMÉRIE

02/02 - 16H00 - 18H00
LE RALLYE DAKAR RACONTÉ PAR CYRIL NEVES
THE DAKAR RALLY NARRATED BY CYRIL NEVES

02/02 - 17H00 - 17H30
LE RALLYE DAKAR RACONTÉ PAR ANDRÉ BÉSSONNE
THE DAKAR RALLY NARRATED BY ANDRÉ BÉSSONNE

04/02 - 11H00 - 11H30

AGENDA BEST OF

CALENDAR BEST OF

HALL 6

EXPOSITION « THE BORNHAYT LEGA »
DU 30/01 AU 04/02 - 09H00 À 22H00
VENTES AUX ENCHÈRES ARTISANAL MOTORCARS
ARTISANAL MOTORCARS AUCTIONS

PONT DES EXPOSITIONS

02/03 - 03/03 - 14H00
LE RALLYE DAKAR RACONTÉ PAR JACKY TCKI
THE DAKAR RALLY NARRATED BY JACKY TCKI

01/02 - 10H00 - 11H00
LE RALLYE DAKAR RACONTÉ PAR THIÉRY DE MONTGOMÉRIE
THE DAKAR RALLY NARRATED BY THIÉRY DE MONTGOMÉRIE

02/02 - 16H00 - 18H00
LE RALLYE DAKAR RACONTÉ PAR CYRIL NEVES
THE DAKAR RALLY NARRATED BY CYRIL NEVES

02/02 - 17H00 - 17H30
LE RALLYE DAKAR RACONTÉ PAR ANDRÉ BÉSSONNE
THE DAKAR RALLY NARRATED BY ANDRÉ BÉSSONNE

04/02 - 11H00 - 11H30

AGENDA BEST OF

CALENDAR BEST OF

HALL 7

EXPOSITION « THE BORNHAYT LEGA »
DU 30/01 AU 04/02 - 09H00 À 22H00
VENTES AUX ENCHÈRES ARTISANAL MOTORCARS
ARTISANAL MOTORCARS AUCTIONS

PONT DES EXPOSITIONS

02/03 - 03/03 - 14H00
LE RALLYE DAKAR RACONTÉ PAR JACKY TCKI
THE DAKAR RALLY NARRATED BY JACKY TCKI

01/02 - 10H00 - 11H00
LE RALLYE DAKAR RACONTÉ PAR THIÉRY DE MONTGOMÉRIE
THE DAKAR RALLY NARRATED BY THIÉRY DE MONTGOMÉRIE

02/02 - 16H00 - 18H00
LE RALLYE DAKAR RACONTÉ PAR CYRIL NEVES
THE DAKAR RALLY NARRATED BY CYRIL NEVES

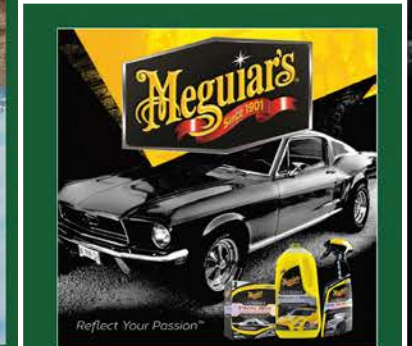
02/02 - 17H00 - 17H30
LE RALLYE DAKAR RACONTÉ PAR ANDRÉ BÉSSONNE
THE DAKAR RALLY NARRATED BY ANDRÉ BÉSSONNE

04/02 - 11H00 - 11H30



ART & REVS

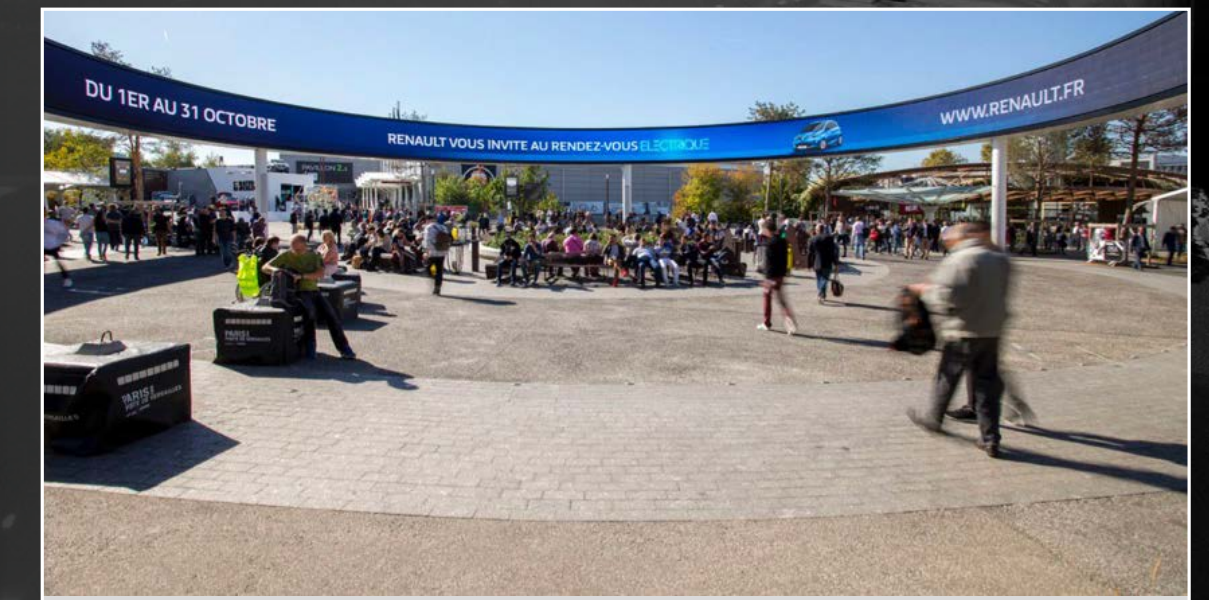
CELEBRATING 100 YEARS OF ENDURANCE RACING
AT LE MANS 1923-2023



OUTDOOR VISIBILITY

Go big at the show by taking advantage of the Porte de Versailles outdoor display spaces. Let visitors know that you're at Rétromobile 2025, even before they walk in.

Pavilion 3 door decal	€650/door
Pavilion 1 door decal	€650/door
24 sqm module on Gate V dome, opposite Pavilion 1	€6,272
Set of 2 backlit boards, Pavilion 1	€6,290
27 sqm canvas banner, north facade of Pavilion 3	€6,479
63 sqm canvas banner on back of gate A1	€13,472
71 sqm panoramic banner on dome opposite Pavilion 1	€13,970
360° giant LED digital screen on piazza	€8,910
limited to 4 advertisers	



SAMPLING

Deploy your communications in the aisles of the show with our sampling offers, and reach more than 130,000 enthusiasts at the very heart of the event.

Sampling rights (1 day) – 2 peoples.....	€1,500
Sampling rights (1 day) – 5 peoples.....	€3,000
Sampling rights for full show (5 days) - 2 peoples.....	€4,000
Sampling rights for full show (5 days) - 5 peoples.....	€7 500



2

OPTIMISE YOUR BUSINESS

**BOOST FOOTFALL ON YOUR STAND
AND GENERATE LEADS ALL YEAR
ROUND.**

SIGNAGE & INDOOR VISIBILITY

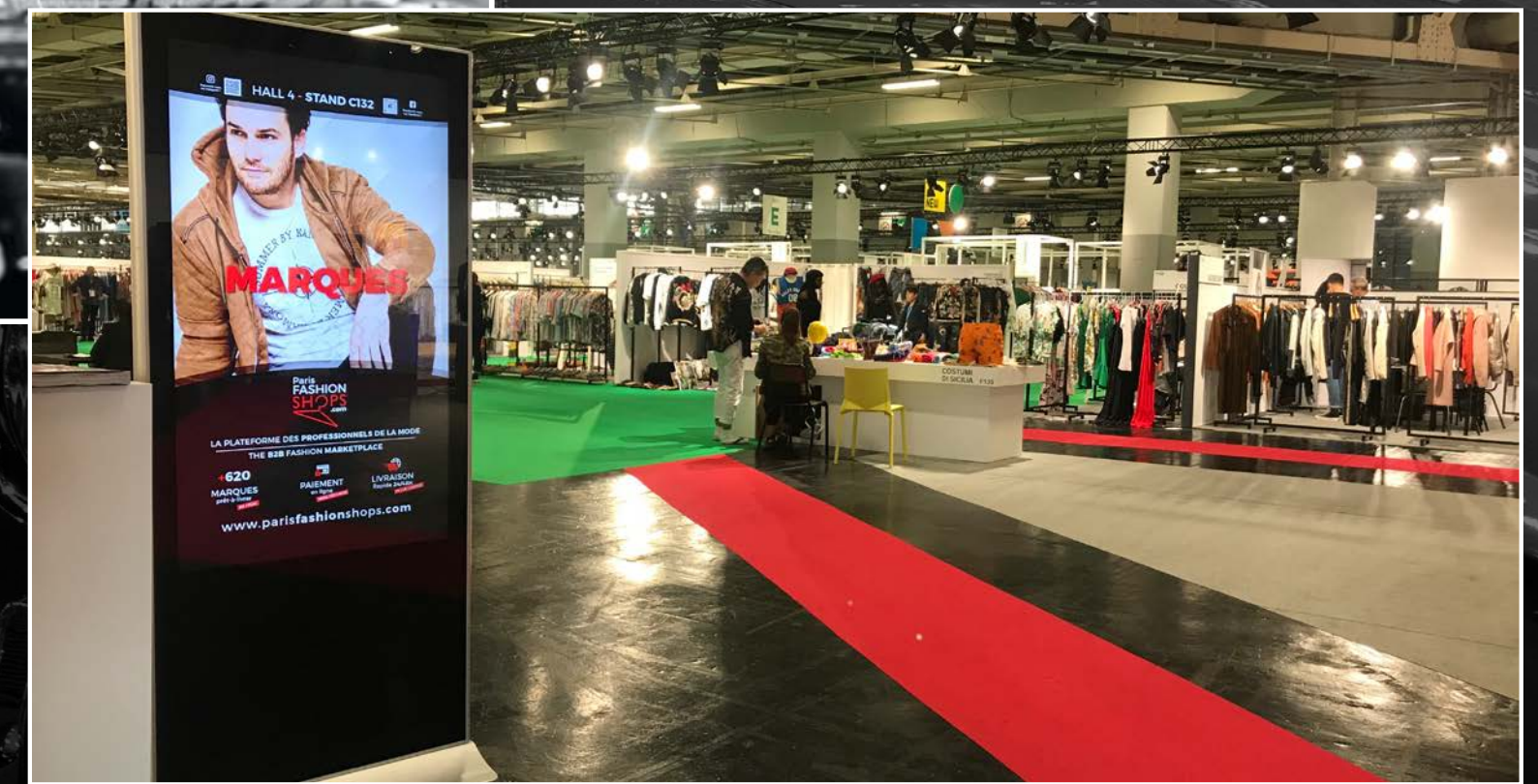
Guide the visitors step by step to your stand by making use of the signage at the show.

Floor markings €1,500

Indoor digital totem €3,300

Display tarp €2,000

Advertising costs included - 6 advertisers maximum



DIGITAL CAMPAIGN

Interact all year round with the 136,000 enthusiasts who follow the Rétromobile adventure on social media, and reach the right audience at the right time!

Digital campaign..... €5 000

- Duration: one month, renewable, outside exhibition promotion period
- 1 sponsored post per week on Instagram and Facebook
- Centres of interest and zone: to be defined
- Potential/Reach: to be defined depending on targeting



NEWSLETTER VISITOR X EXHIBITOR

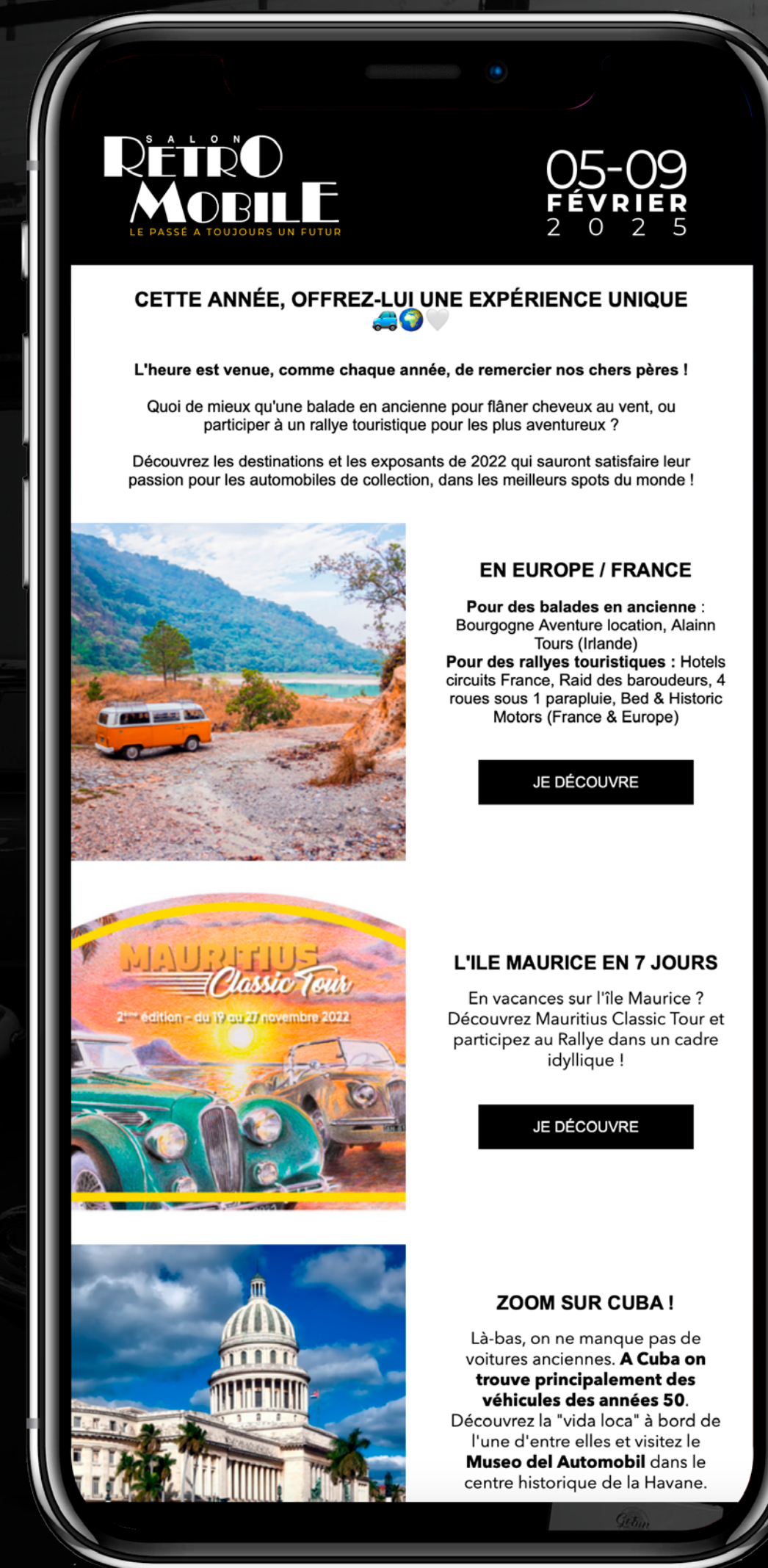
Make yourself known to our 80,000 qualified contacts (visitors and exhibitors) by taking up a space in one of the exhibition's official newsletters

Visitor e-newsletter
banner ad..... €600

Pack of 3 visitor e-newsletter
banner ad..... €1,500

Exhibitor e-newsletter
banner ad..... €600

Pack of 3 visitor e-newsletter
banner ad..... €1,500€



2

RENDRE
Porsche 356 A T2
Coupé 1600

VIDEO CONTENT

Do you need video content to post on your website or social media feeds? Do you want to present your company, your know-how, or drive the communications campaign around your participation at the show, without having to pay expensive filming and travel costs?

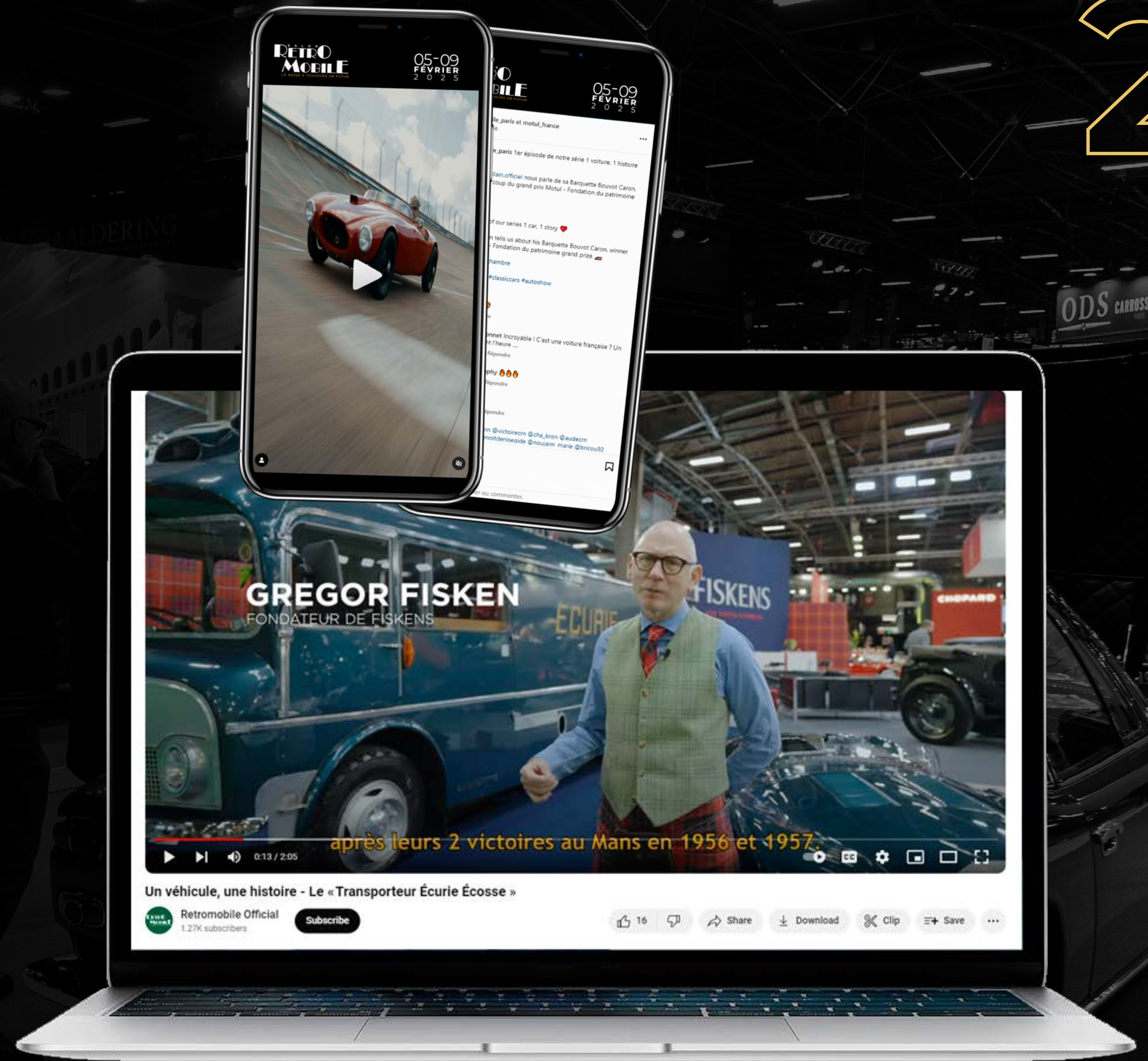
Then this turnkey package is just the thing for you!

Teaser (30s) €1,000

Film (3min) €2,000

Pack Teaser + film €2,500

A 30 minute briefing is included in the fee.



3

PROVIDE EXPERIENCES

**INVITE YOUR PARTNERS AND
COLLABORATORS, CREATE EXCEPTIONAL
MOMENTS TO BOOST YOUR BUSINESS.**

LE CLUB RÉTROMOBILE



Explore the aisles of Rétromobile 2024 in style with our new “Le Club” programme! Designed for personal or corporate visitors and with no minimum group limit, this offer gives you the chance to discover Rétromobile like you’ve never seen it before. On the agenda: VIP access, “Le Club” lounge, access to the Artcurial exhibition and auction, etc.

	SHOW PREVIEW	SHOW
Date	Tuesday 04 february 2025	Wednesday 05 to Sunday 09 february 2025
Time	6pm – 10pm	10am to 7pm (Night session from 10am to 10pm on wednesday 05 & friday 07 february 2025)
Parking	€20 excluding VAT/person (1 car park for 2 people)	€20 excluding VAT/person (1 car park for 2 people)
Queue jump	X	X
Shared "Le Club" lounge	Dedicated table with company name	X
Champagne & live food service	X	X
Access to Artcurial exhibition and auction	X	X
Hostesses	X	X
PRICE	€320 ex. VAT/person	€250 ex. VAT/person

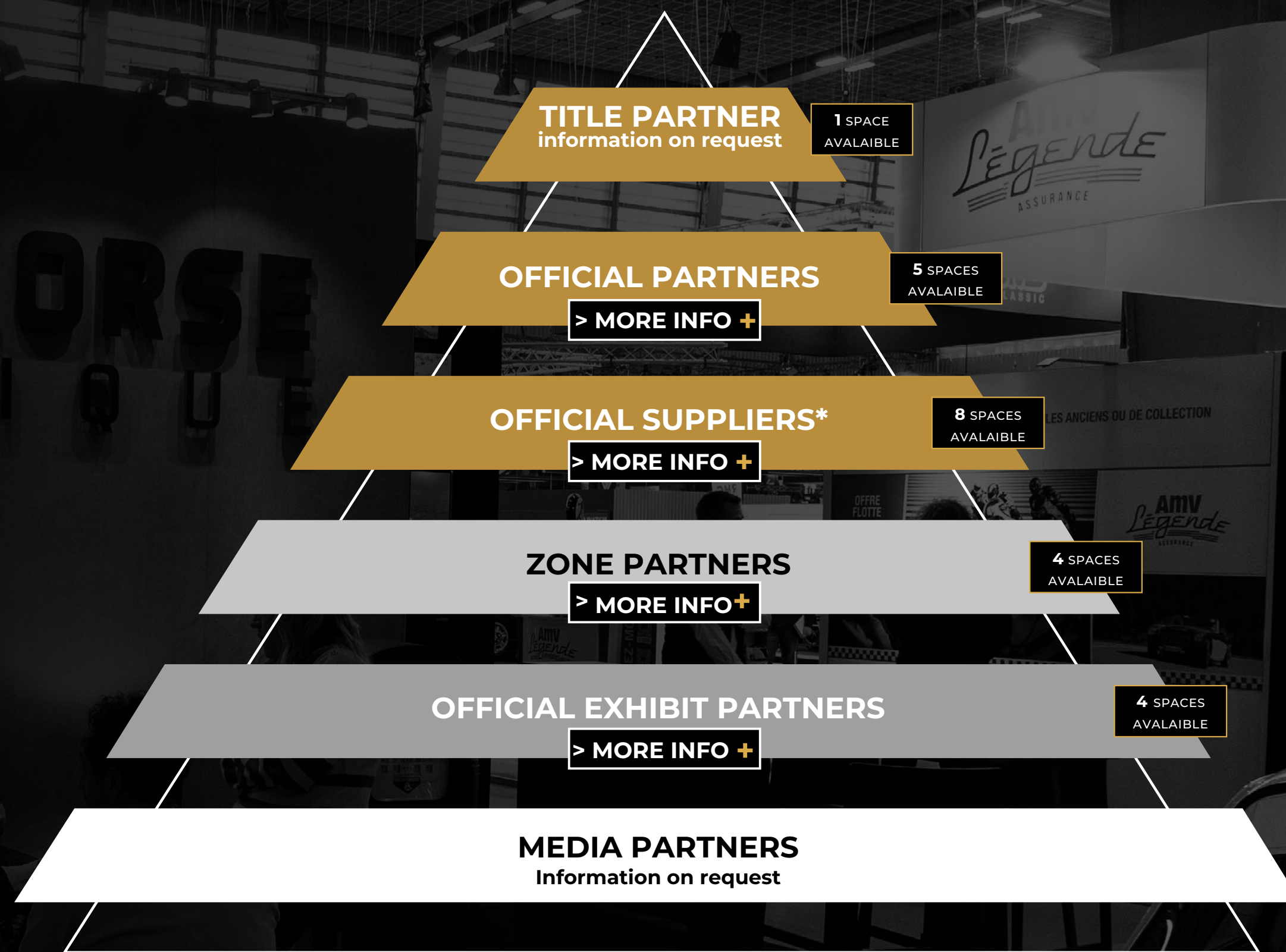
[CONSULT THE DEDICATED PAGE](#)

OUR SPONSORSHIP OPTIONS

Join Rétromobile's family of loyal partner



READ THE BROCHURE!



* In-kind partnership POSSIBLE



Exclusive to a sector



RICHARD MILLE



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

05 - 09 FEV 2025

CONTACT

MARIUS RIVES

marius.rives@comexposium.com
+33 (0)6 62 14 45 28

MICHAEL GERABLIE

michael.gerablie@comexposium.com
+33 (0)6 59 39 48 97