



28 JAN - 1 FEB 2026

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

RETROMOBILE.COM / #RETROMOBILE [in](#) [f](#) [ig](#)



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, 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 Rétromobile

1st
EVENT OF THE YEAR

50th
EDITION

5
DAYS

146 000
VISITORS

71%
ABC1 CATEGORY

33%
COLLECTORS

9%
WOMEN

19%
NON-FRENCH VISITORS

18
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.

Since 2024, Rétromobile has awarded the “Rétromobile Preservation Trophies” each year, celebrating owners of pre- and post-war vehicles whose preservation is deemed closest to the vehicle’s original condition.



6
PARTNER MUSEUMS

50
YOUNG PEOPLE TRAINED / YEAR

MORE THAN 60
VEHICLES CONSERVED SINCE 2008



RÉTRONOMOBILE TREASER 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 146,000 enthusiasts, we work hand in hand throughout the year to achieve these goals.

OFFICIAL PARTNERS

RICHARD MILLE

GOODING CHRISTIE'S

MOTUL

OFFICIAL SUPPLIERS

GROUPE
PREVOST

MEDIA PARTNERS

YOUNGTIMERS

**AUTO
HEROES**
HOMMES & AUTOS
DE CARACTÈRE

**HEROES
MEDIA**

GAZOLINE
BIEN AU BOULEVARD LA VOITURE ANCIENNE

AUTOMOTO
LA CHAÎNE

RMC
DÉCOUVERTE

**Auto
Plus**

**Sport
auto**
Classiques

RMC
INFO TALK SPORT

LE FIGARO
magazine

SBX | CARS
SUPERCAR BLONDIE

L'argus



MOTUL

MOTUL

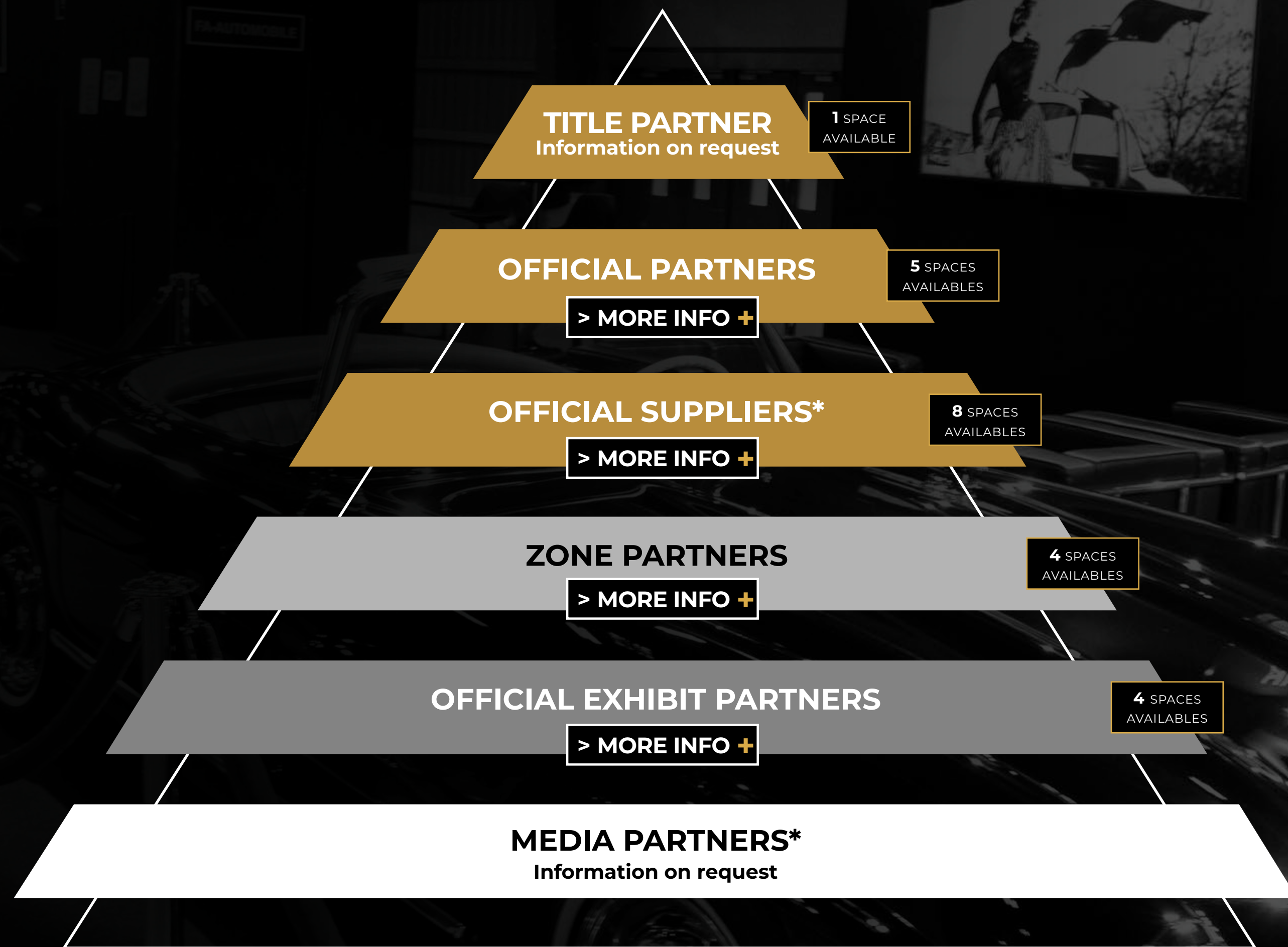
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BRABUS

MOTUL

UNE GAMME COMPLÈTE
POUR ENTREtenir VOTRE
VÉHICULE CLASSIQUE

BRABUS Classic

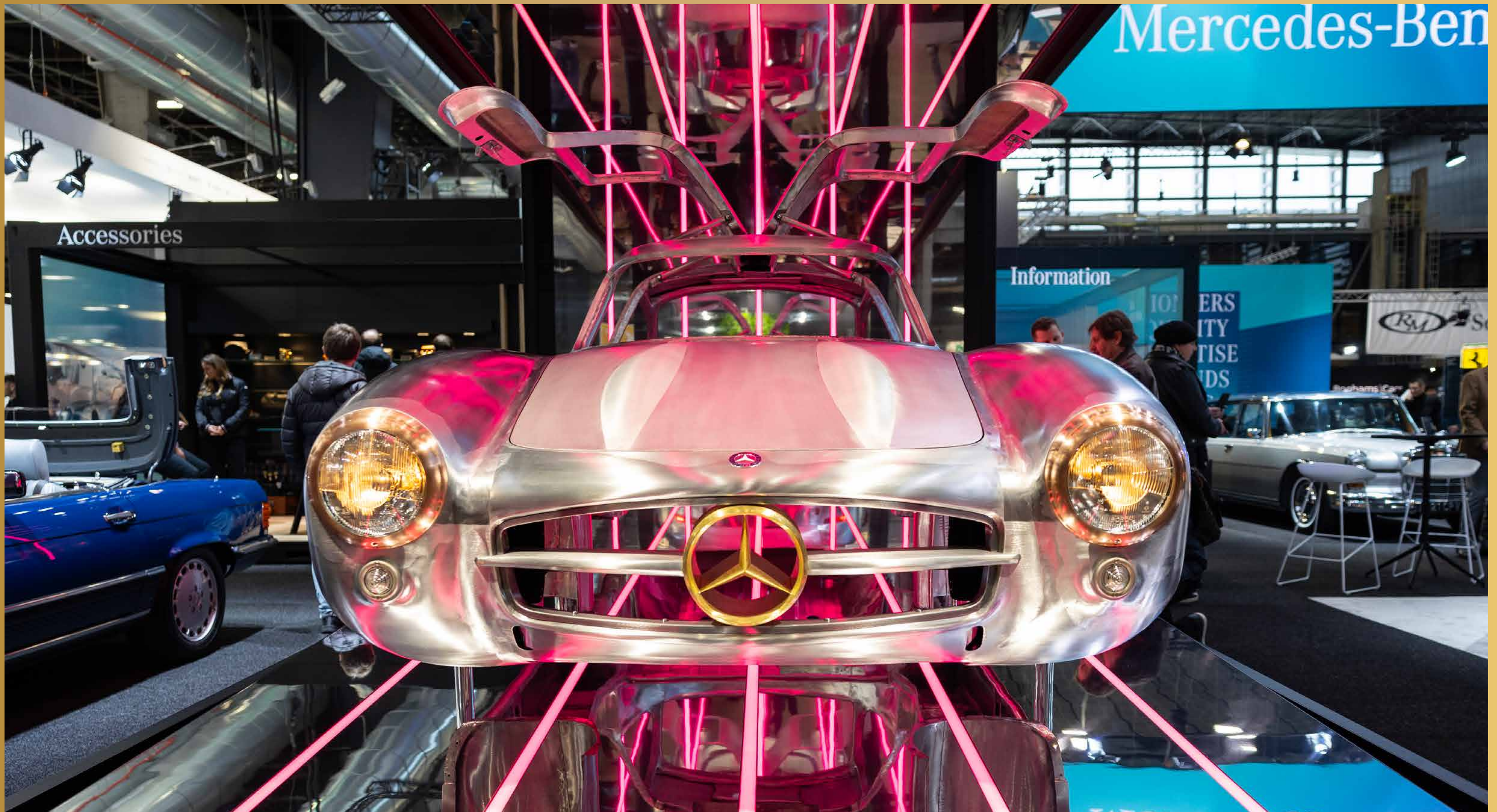
LES NIVEAUX DE PARTNERSHIP



* In-kind partnership POSSIBLE



Exclusive to a sector



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 <div>> MORE INFO +</div>	<div>PRINT<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</div> <div>OUTDOOR VISIBILITY<ul style="list-style-type: none">• Logo on banner on display tarp over the Boulevard Périphérique• Logo on banner on entrance tarps</div> <div>INDOOR VISIBILITY<ul style="list-style-type: none">• Logo on aisle letters• Logo on directional floor plans• 1 drop banner / hall</div> <div>DIGITAL<ul style="list-style-type: none">• Advert on website• 2 articles/year in exhibitor newsletter• 2 articles/year in visitor newsletter</div>
Métropole promotional tools <div>> MORE INFO +</div>	Discretionary visibility up to value of €6,500 ex-VAT
Sponsoring	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

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 +	<div><div>PRINT<ul style="list-style-type: none">• ½ page advert in official programme• Logo on visitor plan• Logo on tickets</div><div>DIGITAL<ul style="list-style-type: none">• Logo on website with URL redirection• 1 article/year in exhibitor newsletter• 1 article/year in visitor newsletter</div><div>INDOOR VISIBILITY<ul style="list-style-type: none">• Logo on directional floor plans</div></div>
Métropole promotional tools	> MORE INFO +	-
Sponsoring		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



SALON

RETRO MOBILE

LE PASSÉ A TOUJOURS UN FUTUR

VOTRE LOGO

ICI

FOURNISSEUR OFFICIEL

RETROMOBILE
PARTNERS ZONE

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	<div><div>> MORE INFO +</div><div><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</div></div>
Métropole promotional tools	<div><div>> MORE INFO +</div><div>-</div></div>
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">• 20 preview invitations• 10 day invitations• 5 exhibitor passes• 3 VIP week passes

ZONES	PRICE (€ EX-VAT)
Vehicles under €25K	20,000
Van life	10,000
Artists' Gallery	15,000
Rétromobile Street	15,000
Motorcycle zone	15,000
Parts Fair – 2 days	15,000

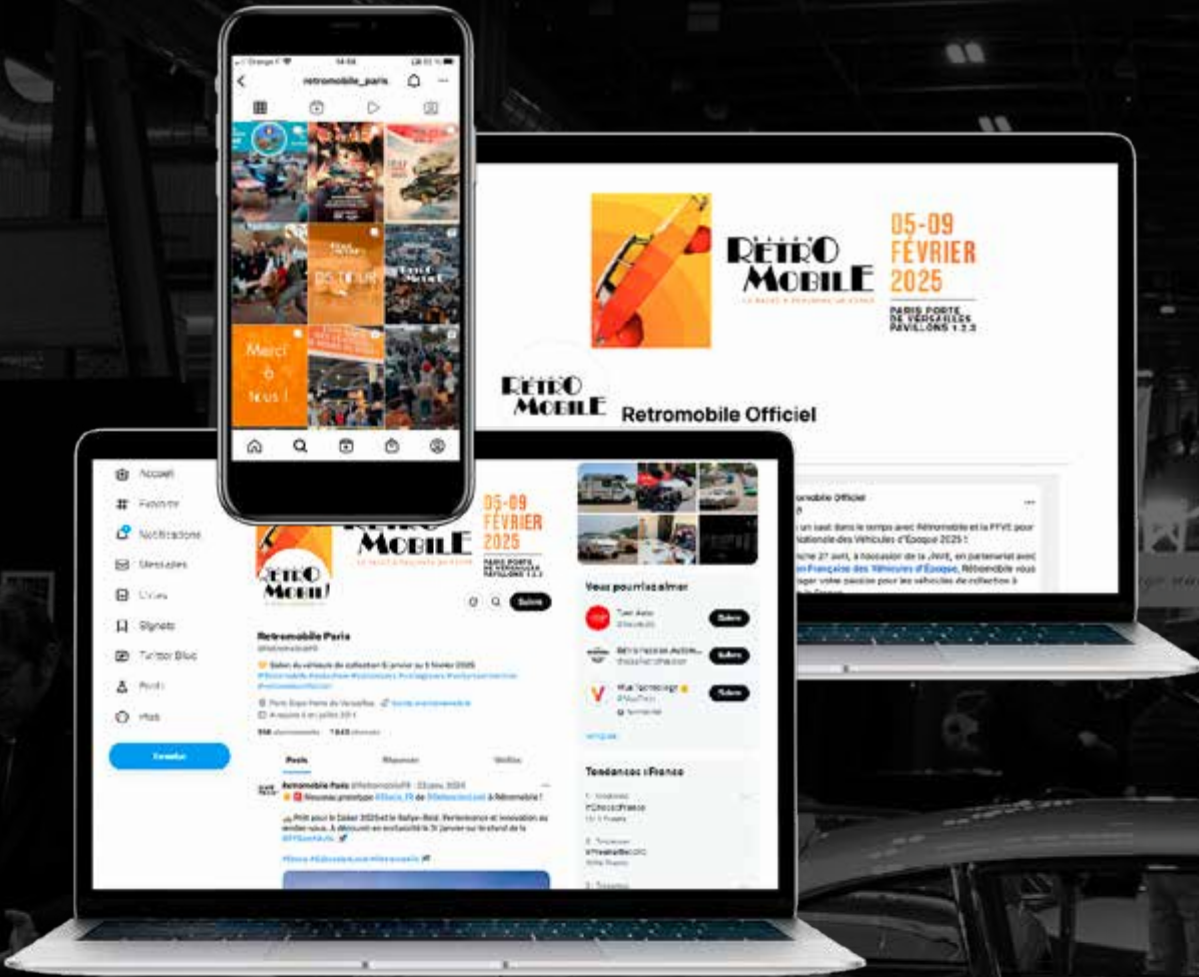


EXHIBIT PARTNERS

PRICE: €15,000 - €25,000 EX-VAT

Exclusive to sector	-
Naming / marketing rights	Partner of ... exhibit at Rétromobile
Logo	-
Duration	1 year
Comexposium promotional tools > MORE INFO +	PRINT <ul style="list-style-type: none">• Citation in exhibit presentation wording in official programme• Logo on visitor plan INDOOR VISIBILITY <ul style="list-style-type: none">• Logo on directional floor plans• Logo on all signage of exhibit concerned (drop banners, directional materials) DIGITAL <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 +	-
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">• 20 preview invitations• 10 day invitations• 5 exhibitor passes• 3 VIP week passes

EXHIBITS > MORE INFO +	PRICE (€ EX-VAT)
Exhibition – Hall 7.1: Pre-War	15,000
Exhibition – Hall 7.2: Racing / Competition	15,000
Motorcycle Exhibition – Hall 7.2	20,000
Exhibition – Hall 7.3: Manufacturer Anniversary	75,000



READ THE BROCHURE !





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.



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.



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.

PREVIEW PROGRAMME

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 AREAAAT SHOW ENTRANCE

throughout the show



ACCESS TO PREVIEW EVENING

3 hours before official opening



DEDICATED PRIVATE LOUNGE

in the middle of pavilion 7.3



CLOAKROOM SERVICE



CONCIERGE SERVICE

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



FULL ACCESS PASS

to visit stands
and auction Gooding Christies

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



312 B
Chassis no. 003
1970

- V12 180°
- 8 litres
- 450 hp at 12000 rpm
- 5-speed manual gearbox

Single seater driven by Jody Scheckter in 1970 in the Belgian GP (1st), British GP (2nd), German GP (2nd), Italian GP (2nd), US GP (4th), Mexican GP (1st), and Clay Regazzoni in the Dutch GP (1st), Austrian GP (2nd).

In 1971 the single seater was driven by Jody Scheckter in the Spanish GP (1st), GP Monzón (1st) at Hockenheim (1st) and by Mario Andretti in the Dutch GP (1st).

NOT FOR SALE

ANNEXES

SALON
**RETRO
MOBILE**
LE PASSÉ À TOUJOURS UN FUTUR

VÉHICULE
VEDETTE
2023

100^{ans}
QUAND LES FRANÇAIS
BRILLEN

FIS
FINE

COMEXPOSIUM

	PRICE (€ EX-VAT)
EXHIBITOR LIST	
Name in bold	90
OFFICIAL PROGRAMME	
Back cover	4 500
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
Floor tiles	1 500

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)
OUTSIDE	9 Double-sided Kakemonos	6,000
OUTSIDE	5 Travelator Wraps (5 segments available)	9,000
7	Escalator Wraps	8,500
4	Banners – 29 sq.m	4,500
4	Banners – 58 sq.m	8,500
4	Banners – 87 sq.m	10,000
7	Atrium Side Banners (2 sides available)	8,500
7	Glass Railing Panels	5,000
7.3	Atrium LED Wall	10,000 per spot (excluding production fees)



FROM 28 JANUARY
TO 1 FEBRUARY 2026

YOUR CONTACT

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