



Embargo until Friday 28 June at 11am (CET)

RÉTROMOBILE 2025 POSTER: AN ARTISTIC JOURNEY ON THE HORIZON!

- **Rétromobile from 5 to 9 February 2025**
- **Collector poster: the emblematic DS Ballons from 1959**
- **70 years of the DS in partnership with DS Automobiles**

Paris, 28.02.2024 - A collector's item for many enthusiasts, the Rétromobile poster is more than just a communication vector. It officially marks the beginning of the countdown to the next edition. Having ventured across the border to Germany then Britain, the poster is back in its home country for 2025, where it will proudly display a masterpiece of French innovation, the DS 19. As has now become customary, this poster is also a foretaste of the theme of the main exhibit which will celebrate the 70th anniversary of this French monument, in partnership with DS Automobiles.

Forever an invitation to travel back in time, the official Rétromobile poster gives an opportunity to enthusiasts of every ilk to (re)discover the vehicles that have marked the history of the major invention of the 19th century: the automobile. For this 49th edition, to be held from 5 to 9 February 2025 at the Porte de Versailles exhibition centre in Paris, the poster has swapped its British racing green for a bright orange.

The DS Ballons: non-identified floating object

It is thus the atypical 1959 DS Ballons that will adorn the 2025 Rétromobile poster.

Presented to the public for the first time at the 1955 Paris Motor Show, the DS 19 made quite a splash: crowds flocked to see this car of a new breed, with every hour that passed increasing the delivery time by almost a month. As a symbol of this success, several thousand models will be sold over the 11 days of the show.



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It has to be said that the beauty of this car was a complete departure from the standards of the time. Whether through its slender lines, designed by the Italian sculptor Flaminio Bertoni, or through the many on-board innovations that came as standard, such as power steering, disc brakes, a single-spoke steering wheel or a hydropneumatics suspension system based on a gas-fluid blend.

Indeed, this innovation gave rise in 1959 to an unprecedented stroke of advertising genius. To highlight the DS's first-class comfort, advertising executive Claude Puech came up with a daring device: a DS painted in an 'écaille blonde' tint that appeared to float on water thanks to four orange spheres that replaced its wheels. The result was a hybrid object that evoked both the serenity of controlled elements and an avant-garde work of art.



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Rétromobile 2025

FROM WEDNESDAY 5 FEBRUARY TO SUNDAY 9 FEBRUARY 2025 – Paris Expo Porte de Versailles –
Halls 1, 2.2, 3

Opening times

Wednesday 5 February and Friday 7 February: 10am-10pm

Thursday 6, Saturday 8, Sunday 9 February: 10am-7pm

PRESS/VIP PREVIEW EVENING – THUESDAY 4 FEBRUARY 2025 – 18H TO 20H

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REALOR
**RÉTRO
MOBILE**

About Rétromobile.

Founded in 1976, Rétromobile is today one of the most prestigious collector car exhibitions in Europe. This stature has allowed it to bring together everyone from the vintage car world, and offer unprecedented and exclusive displays and special features. It is also acknowledged by its visitors as being the world's largest temporary garage dedicated to cars. As a true leader in the collector vehicle market, Rétromobile is the annual gathering for all car fans.

About Comexposium.

The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises more than 150 professional and general public events, covering more than 10 sectors of activity (agriculture/food, retail/digital, fashion/accessories, leisure...). The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year in 22 countries. Creating experiences and encounters between individuals, Comexposium's enables throughout its events (SIAL, All4Pack, Paris Retail Week, One to One Monaco & Biarritz, Foire de Paris, Rétromobile, etc.) and its associated content its communities to be connected all year round through an effective and targeted omni-channel approach.

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