



EXHIBIT DEVOTED TO ERIC DE SEYNES AND THE MOTORCYCLES THAT MARKED HIS LIFE

RÉTROMOBILE DEDICATES 2,000 SQM TO TWO-WHEELERS

- **A journey in the company of *Éric de Seynes*, the CEO of Yamaha Motor Europe: the starting point for his passion, his early days, his idols, in partnership with AXA Passion**
- **A few iconic machines on display from among the models in his collection: 1962 BMW R69S, 1975 Peugeot 103 SV, 1975 and 1989 Yamaha YZR500, 1982 YZE 850 Dakar, 2010 Yamaha Vmax Hermès, 1971 Kawasaki H1R Sidemm ...**
- **For the second year running, a zone dedicated to two-wheelers is laid out in Pavilion 2**
- **Ace Cafe: the rallying point for motorcycle enthusiasts**
- **Among the exhibitors in attendance: Triumph, Indian Motorcycles, Kawasaki, Honda, Royal Enfield, Godet Vincent, Vintage Rides, Shoei Europe, West Forever, USA Motor Riders...**

Paris, 18 November 2024 - Rétromobile is laying on a grand exhibition retracing the life and times of a pillar of motorcycle racing and its industry: *Éric de Seynes*. Renowned for being the first 'non-Japanese' CEO of the European subsidiary of Yamaha Motor and sitting on the management committee of the parent company in Japan, this motorcycling enthusiast will be contributing to Rétromobile through a display of more than 25 motorbikes from his collection. This exhibit will be at the centre of a dedicated zone which will once again play host to lovers of collector two-wheelers, offering them a space devoted to manufacturers, specialised traders, travel companies and accessory dealers, and the Ace Café, a compulsory stop-off point for a convivial break.

ERIC DE SEYNES: AN EXHIBITION OF A LIFE BETWEEN PASSION AND INNOVATION

"I have been a faithful visitor to Rétromobile for many years, and I am excited to see motorbikes gradually taking up an ever-larger space at the show. It's both an honour and a pleasure to share some of the bikes I care the most about with the show's audience. I believe in the values of passion, since they are based on self-commitment, sincerity, and the sharing of a collective emotional memory that we all need. I will make every effort to be present in the area dedicated to me for the duration of the show, to be sure to share its soul and memory with as many visitors as possible," comments *Eric de Seynes*.



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Introduced to motorbikes by his father who owned a BMW R69S, Éric grew up in a two-wheeler environment, preferring repairs on the neighbourhood's mopeds to his schoolwork. At the age of 16, he completed a 4,000 km trip around France on a Kawasaki 100 G7T, and at 17, he began a racing career with the Honda 125 challenge, the rally of Tunisia (where he finished third among the amateurs) and the Paris-Dakar.

In his career, Éric crossed paths with Sonauto-Yamaha, where he met Jean-Claude Olivier, whom he replaced in 2010 as CEO of Yamaha Motor France. Following his promotion in 2014 to the position of COO of Yamaha Motor Europe in 2014, in 2016 he became the first non-Japanese person to join the hallowed ranks of Executive Officers at Yamaha Motor Corporation, before being appointed President of Yamaha Motor Europe in 2018. At the end of 2023, he relinquished operational leadership while remaining true to the motorcycle world, a driving force in his life.



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AN EXHIBIT FEATURING 6 THEMES

The origins behind his passion: "When I was three, I felt the speed of the wind, heard the melody of the engine, held in place by my father and sitting astride the fuel tank. The emotion has remained intact, and my passion for motorbikes is still just as strong today."

Among the bikes on show: a 1962 BMW R69S

His early days: "There's nothing better than motorcycle racing to find out who you really are. You can't cheat with yourself."

Among the bikes on show: a 1975 Peugeot 103 SV

His idols: "I admired them; they inspired me, and I still respect them today."

Among the bikes on show: a 1971 Kawasaki H1R Sidemm - Christian Ravel

His riders: "To help a champion become who they are, you need time and a mutual sense of loyalty. So winning is a fantastic feeling!"

Among the bikes on show: a 2015 YZF450 Factory - Romain Febvre

His road brothers: "What a privilege to have worked with men of such quality! I acquired my expertise thanks to a group of talents and experiences that was very generous to me."

Among the bikes on show: a 1986 YZE750 Dakar - Jean-Claude Olivier

His contributions: "Inspiring, guiding and taking decisions based on the engineers' work by continuously keeping in mind the pleasure that customers will have in riding a new model is a great responsibility and a huge privilege."

Among the bikes on show: a 1999 Yamaha Virago 125.

2 000 SQM DEDICATED TO TWO-WHEELERS IN 2025

For the second time at Rétromobile, no less than 2,000 sqm of space will be given over to two-wheelers. Located in the middle of the show, in pavilion 2, visitors will discover here an array of rarely seen motorbikes. Well-known manufacturers will present their models and tell their stories: names such as Godet Vincent, Honda, Indian Motorcycles, Kawasaki and Royal Enfield.



©Rétromobile / André Ferreira

Visitors will also have the chance to stop off at an unavoidable fixture of the British motorcycling scene: the **Ace Cafe**. In this venue where enthusiasts can rub shoulders and share their passion and experience, they will also be able to order from a menu in its original version and revel in a festive atmosphere by choosing titles from the juke box, before paying a visit to the official store.

Pavilion 2 will be the place to be starting on 5 February 2025, where attendees will be able to discover the motorcycle zone and exhibit, produced with the support of Axa Passion, a loyal exhibitor at Rétromobile and the insurer of Eris de Seynes' motorcycle collection.



[Watch the 2025 teaser video here](#)

Rétromobile 2025

WEDNESDAY 5 FEBRUARY – SUNDAY 9 FEBRUARY 2025

Paris Expo Porte de Versailles - Pavilions 1, 2.2, 3

Opening hours:

Weds 5 & Fri 7 Feb: 10am – 10pm

Thurs 6, Sat 8, Sun 9 February: 10am – 7pm

VIP-PRESS PREVIEW EVENING • TUESDAY 4 FEBRUARY 2025 FROM 6PM TO 10PM

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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.

