



**SALON
RÉTRO
MOBILE**
THE PAST ALWAYS HAS A FUTURE

**3RD TO 7TH
FEBRUARY 2027**
PARIS EXPO PORTE DE VERSAILLES

RÉTROMOBILE 2027 UNVEILS ITS OFFICIAL POSTER **An Automotive Icon Celebrating Volvo's 100th Anniversary**

Paris - september 2026

To mark the beginning of its centenary celebrations, Volvo Car France has chosen the prestigious setting of Rétromobile in Paris, the must-attend event for enthusiasts and collectors of exceptional automobiles.

- Volvo Car France chooses Rétromobile to launch the brand's centenary celebrations.
- Irv Gordon's Volvo P1800S, holder of the world record for the highest mileage ever achieved by a single owner, will be presented in Paris.
- Tickets for Rétromobile 2027 are now on sale.



On this occasion, the show unveils its official poster, featuring one of the most iconic models in the brand's history : **Irv Gordon's 1966 Volvo P1800S coupé**. A legendary automobile that will be leaving the World of Volvo exhibition space in Gothenburg especially for the occasion.

Through this choice, Volvo is celebrating far more than an iconic model. The P1800S embodies a vision of the automobile in which **design, quality, durability** and **innovation** come together naturally. A philosophy deeply rooted in the brand's Swedish heritage.

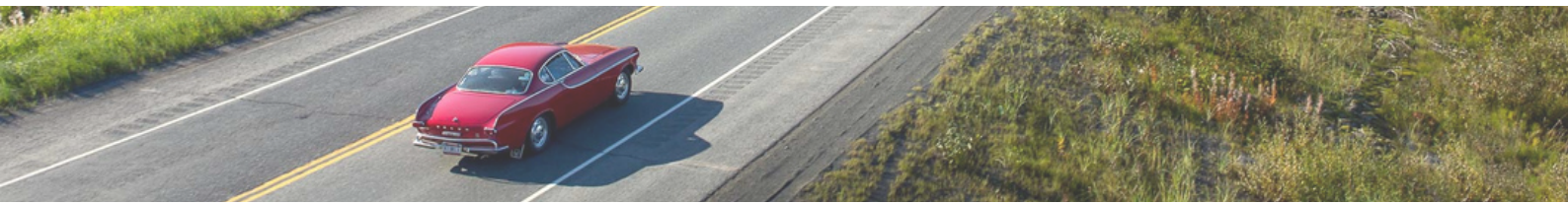


More than 5.2 million kilometres to become a legend

When American Irv Gordon bought his new Volvo P1800S in 1966, he could never have imagined that it would remain by his side for more than fifty years. A science teacher from Long Island, he drove nearly 200 kilometres to work every day, accumulating an extraordinary mileage year after year.

In 1998, his coupé entered the Guinness Book of Records with more than 2.7 million kilometres on the clock. The story continued to unfold: in 2002, the car passed the symbolic milestone of 2 million miles (3.2 million kilometres), before reaching 3 million miles in 2013, still with its original engine. When Irv Gordon passed away in 2018, the odometer read 5,246,875 kilometres.

But beyond the record, this Volvo is above all the story of an extraordinary bond between a man and his car. For more than half a century, it accompanied its owner in his everyday life as well as on his travels, becoming a symbol of exceptional trust and longevity.



Volvo's Swedish heritage

Since its founding in **1927**, Volvo has developed a distinctive approach to the automobile, rooted in its Swedish origins. Scandinavian design with clean, understated lines, a focus on simplicity, high-quality craftsmanship and innovations designed to make everyday life better have progressively shaped the brand's identity.

This approach has been particularly evident in major advances in safety, such as the three-point seat belt, patented by Volvo in 1959 and subsequently made freely available to the entire automotive industry. This iconic innovation reflects the brand's commitment to putting technological progress at the service of everyone.

Two exceptional shows, one unique experience

This announcement also marks an important milestone : **tickets are now on sale**. Visitors can start planning their experience at one of the world's most prestigious events dedicated to classic and collector cars.

Building on the enthusiasm generated by its inaugural edition, the **Ultimate Supercar Garage**, the leading event dedicated to modern supercars, returns in 2027 and will take place on the same dates as Rétromobile. The two events will open their doors together for a **joint preview** on Tuesday, February 2, 2027, offering visitors an exceptional opportunity to experience both events.



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Enthusiasts will enjoy a unique immersion combining automotive heritage with contemporary excellence.

To make the most of this dual experience, combined tickets will be available, providing access to both events.

Mark your calendars for **September 15**, when the official poster for the second edition of the Ultimate Supercar Garage will be unveiled.

RÉTROMOBILE 2027

February 3-7, 2027 - Paris Expo Porte de Versailles

Discover these legendary cars and the exhibition celebrating 100 years of Volvo.

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Abot Comexposium

Comexposium is one of the world's leading organisers of trade and consumer events. The Group organises 400 trade shows, exhibitions, conferences and one-to-one events in 80 cities across 20 countries, including SIAL, the world's leading network of events for food industry professionals; Wine Paris and Vinexpo, the world's leading network of business meetings dedicated to wines and spirits; Who's Next; Les Assises de la Cybersécurité; Foire de Paris; Rétromobile; the Salon du Chocolat; and the Étudiant events.

Comexposium engages professional and enthusiast communities around the world through an omnichannel strategy focused on meeting the real needs of its customers. Headquartered in Courbevoie, Île-de-France, the Group employs 1,200 people across its various subsidiaries. The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances.

About Volvo Car Group

Volvo Cars has been in existence since 1927. Today, Volvo is one of the world's best-known and most respected automotive brands, with vehicles sold in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm under the ticker "VOLCAR B". "For life. We want to give you the freedom to move in a personal, sustainable and safe way." This philosophy is reflected in Volvo Cars' ambition to become a fully electric car manufacturer and to continuously reduce its carbon footprint, with the goal of becoming climate neutral by 2040.

In 2025, Volvo Cars sold 710,000 cars worldwide, 46% of which were electrified. Volvo Cars had approximately 42,600 full-time employees. Its headquarters, product development, marketing and administration are primarily based in Gothenburg, Sweden.

Volvo Cars' main manufacturing plants are located in Gothenburg (Sweden), Ghent (Belgium), South Carolina (USA), as well as Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).