

PRAGUE CAR FESTIVAL



PRAGUE
CAR
FESTIVAL

TUNINGEXPO

RACINGEXPO

CLASSICEXPO

26-27 / 10 / 2024

01

OCTOBER 26-27, 2024 SETTING AN ATTENDANCE RECORD

This year's 13th edition of the **PRAGUE CAR FESTIVAL** fair attracted a record crowd to the PVA EXPO PRAHA exhibition grounds at Prague-Letňany. Apart from their admiration for the car and motorcycle beauties, they also took part in an attractive weekend programme.

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02

THE 2024 PRAGUE CAR FESTIVAL IN FACTS AND FIGURES

The total attendance to the event:	41,200 visitors (an 11 percent increase from the previous year)
The number of tickets sold:	29,350
The overall exhibition area with exhibits:	38 000 sq m (the entrance hall, Halls 1 to 6 and 8, and the outside space)
The total number of exhibits:	more than 700 in the PVA EXPO PRAHA indoor exhibition spaces over 450 in the PVA EXPO PRAHA outdoor exhibition spaces
The number of exhibitors:	more than 450 exhibitors presenting their exhibits over 100 commercial exhibitors and partners

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03

RECORD-BREAKING MEDIA COVERAGE ACCORDING TO THE MEDIABOARD MEDIA COMPANY

From May to late October, the media published 150 articles on the subject of the fair and its programme, and thus this number of outputs cumulately addressed almost 16 million readers or viewers during the said period.

The exposure was also boosted by reports right from the venue

- *CNN Prima NEWS* (a live report on Friday 25th October)
- *TV Nova* (the main news programme on the Saturday night of 26th October)
- *Radio Blaník* (the weekend of 19–20 October with the Prague Car Festival, a live report during the afternoon broadcast on the afternoon of Saturday, Oct 26)
- *ČRo Radiožurnál*

An extensive cooperation with the media

- with the *Metro* daily
- with the *Seznam.cz* portal
- with the *Faster, RALLY*, and *Racing Journal* specialist magazines
- with the *FORMULE.cz* website and more

On the social networking platforms, there are thousands of posts the extent of which is still being processed (the data have been updated as of 30th October 2024).

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04

BSR TUNING EXPO

It was this Mercedes W108 restomod that stood out among ten awarded cars and for which its owner, Martin Szombierski of Poland, received an award. Other vehicles winning awards included VW Corrado and VW Scirocco modified iconic cars of the 1990s, the owners of which arrived from Austria and Germany respectively. In the final, the Czech scene was represented by Ondřej Hercík with his Ford Mustang Helleleanor, and Josef Jelínek with his Drake the Dragon concept car.



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05

RACING EXPO

Standing out from many dozens of top racing cars and motorcycles were jewels such as Filip Salaquarda's and Libor Milota's Audi R8 LMS Ultra GT3, driver Dan Škočdopole's Ligier JS P320 LMP3, Jiří Mičánek team's Lamborghini Huracán Super Trofeo EVO, Osella PA21 JrB and Norma M20 hill climb specials, Porsche GT4 Cayman and Lotus Emira GT4 circuit racing vehicles, the Škoda Fabia RS Rally2 championship-winning car and many more. Robert Šenkýř brought two new products: Porsche 911 GT3 Cup 992 and Lamborghini Huracán Super Trofeo EVO2 cup series racing cars.

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FERRARI

FERRARI



06

SPIES HECKER CLASSIC EXPO

Classic car lovers could admire one of the award-winning Panhard Levasor vintage cars owned by Pavel Beran. Jaroslav Větvička presented his unique Jawa 750 race-specific car renovated this year after being driven by Antonín Vítvar in the legendary 1,000-mile race back in 1934. This year, either, the Engine company's display did not go unnoticed presenting a historical overview of the BMW marque.



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07

PIRELLI AUTO EXCLUSIVE

This year's new feature: Thirteen supercars of the world production often at a cost of tens of millions of crowns aroused the visitors' tremendous interest in the thirteenth edition. It was breathtaking to look at those Bugatti, Maserati, Lamborghini, Rolls-Royce, Aston Martin, Ferrari, Corvette, Lotus or Porsche cars. Against a background of these exclusive vehicles, an Auto Exclusive Party took place on Saturday night featuring a very interesting programme.

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08

REMUS ARENA

Motorcycle racer Libor Podmol offered the greatest adrenaline-pumping show featuring his unique flips on his Dakar Rally bike special in the outside space! On his machine three times heavier than his own body weight, he delivered this challenging jump three times on Saturday and three times on Sunday flying high above the onlookers each time. More shows performed by the Peschel brothers, stunt riders, female trials rider Petra Budínová, small motorcycle riders, go-karters and sidecarcrossers, too, got an enthusiastic response.

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09

AUCTION

Like last year, this year, too, the highlight of the Saturday programme during the fair was a unique car auction. The nine auctioned cars included the very well-known Alfa Romeo 2000 GT Veloce driven by legendary singer Karel Gott in the past as well. The Saturday auction saw the starting price of 350,000 crowns climbed up to 1,180,000 crowns. The new owner also acquired the legendary "Erko" Škoda 110 R at a bargain price of 370 000 crowns.



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(51 nabídek)



2000 VELOCE
Prague Car

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117

10

DISCUSSIONS, AUTOGRAPH SESSIONS AND AWARDS CEREMONY

The Festival is also an opportunity for meetings of prominent personalities in the area of the motoring world with the public, mostly in the form of discussions and hosted interviews. Those who appeared on the BSR TUNING EXPO Stage include Richard Chlad (car collector), Filip Turek (Jaguar Club President), plk. Mgr. Michal Hodbod' (Director of Traffic Police Service) and Tomáš Enge (a former F1 driver), Mustang Drivers Club members, David Kubrt (used car expert), Jochen Schweiker (Performance Messe organiser), Ondřej Hercík (unique Ford Mustang Helleleanor builder), Josef Jelínek (Drake the Dragon car development engineer).

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10

DISCUSSIONS, AUTOGRAPH SESSIONS AND AWARDS CEREMONY

Within the RACING EXPO, the Liqui Moly Forum hosted Dominik Stříteský (a Czech national rally champion), Libor Podmol (a former world freestyle champion), Martin Macík (a Dakar winner in the truck category), Adam Lacko (a former European Truck Racing champion), Tomáš Enge, Štěpán Vojtěch, Robert Šenkýř (racing drivers and sons of legendary racing drivers who won the 1981 European Championship), Gabriel Jílková (the most successful Czech woman-driver over the last seasons), Dan Skočdopole (the only Czech participant in the Le Mans Cup), among others. A ceremony announcing new motorsport legends took place on Saturday.

Interesting SPIES HECKER CLASSIC EXPO personalities appearing on the podium included Lukáš Fengl (a historic vehicle restorer), Jakub Krafek (Oldtimer Express sporting director), Jaroslav Větvíčka (a classic car enthusiast and promoter of a programme called *STK pro chlapy*, “technical inspection for men”) or Tomáš Pavlík (an organiser of significant old-timer events).

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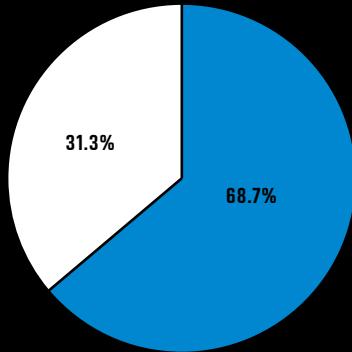
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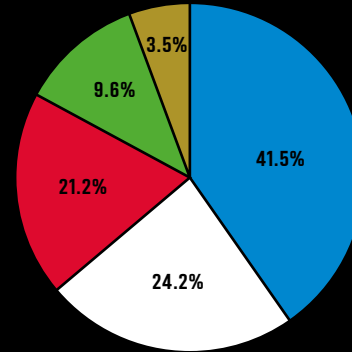
VISITOR SURVEY

During the Prague Car Festival, the organisers questioned 435 visitors. The visitors' answers have resulted in some interesting pieces of information:



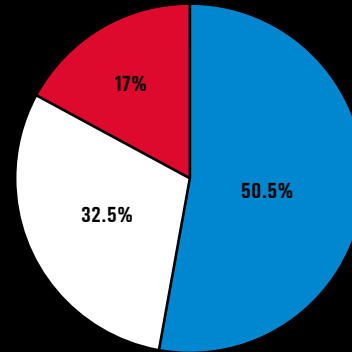
The visitors' sex:

- Male
- Female



Which part of the exhibition attracted your interest most?

- Tuning - modified cars
- Classic - historic vehicles
- Racing - motorsport cars and bikes
- Pirelli Auto Exclusive - supersport and more exclusive cars
- Outdoor programme - stuntmen, action rides, reunions



Have you been to the exhibition for the first time, or have you visited it more

- For the first time
- More than once
- Once before

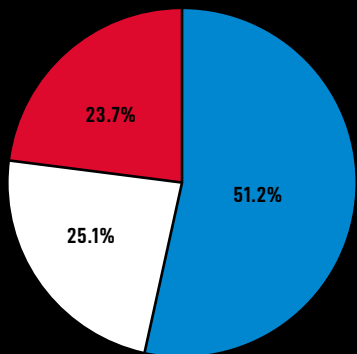
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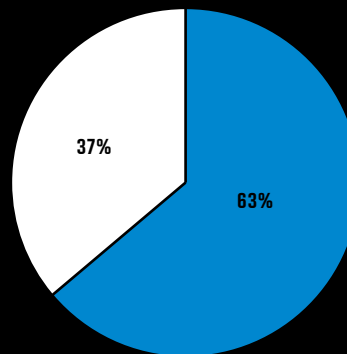
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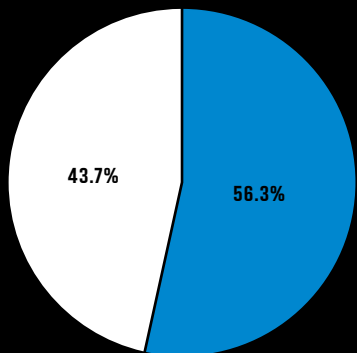
If yes, which programme has attracted you the most?

- Tuning stage - discussions on the topic of tuning, competitions, Miss
- Racing stage - discussions on the topic of motorsport, autograph sessions
- Classic stage - discussions on the topic of historic vehicles, auctions



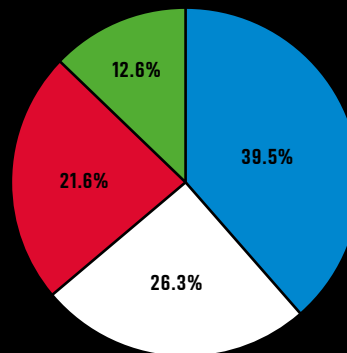
Are you interested in the stage programme?

- Yes
- No



Are you interested in the classic car auction?

- Yes
- No



How old are you?

- 31 to 50
- under 18
- 19 to 30
- 51+

12

THE 2025 PRAGUE CAR FESTIVAL

The Prague Car Festival is

- the largest exhibition (as regards both the extension and the number of visitors) on the PVA Expo Praha exhibition grounds
- the largest motor show in the Czech Republic and the largest exhibition in the branch in Central Europe
- an international event with the participation of exhibitors and guests from 12 countries

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IN PRAGUE-LETŇANY

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