

**PRAGUE
CAR
FESTIVAL**

TUNINGEXPO

RACINGEXPO

CLASSICEXPO



PCF

PRAGUE CAR FESTIVAL® 2025 CARS IN ALL THEIR FORMS

The 14th edition of the PRAGUE CAR FESTIVAL at the PVA EXPO PRAHA exhibition center once again broke records in terms of visitor numbers. Visitors were able to admire over a thousand cars and motorcycles in all their forms. The basis was formed by three exhibitions: EIBACH TUNING EXPO, ORLEN OIL RACING EXPO, and SPIES HECKER CLASSIC EXPO.

The PIRELLI AUTO EXCLUSIVE and AUTOMOTIVE sections also presented some very interesting exhibits. In the outdoor area, the LIQUI MOLY ARENA offered demonstrations by motorcycle stunt riders and young competitors in trials, sidecar motocross, road motorcycles, and go-karts.

In addition to admiring the beauty of cars and motorcycles, visitors also took part in an attractive weekend program.



PRAGUE CAR FESTIVAL® 2025 IN NUMBERS AND FACTS

Total attendance:	42,247 people (year-on-year increase of +2.5%)
Total exhibition area with exhibits:	more than 42,000 m² (8 exhibition halls, outdoor area)
Total number of exhibits:	over 700 indoors over 450 outdoors
Number of exhibitors:	over 450 exhibitors presenting exhibits over 100 commercial exhibitors and partners



LARA
CAFE

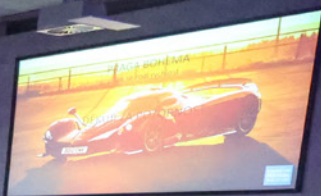
WE'RE SERVING
COSTA
COFFEE

↑ HALL 6 ↑
HALL 6

7
CONFERENCE ROOM

POY FORM

JZDA-BNÜ



THE NEW
TRACK FOCUSED
HYPERCAR

03

EIBACH TUNING EXPO

The exhibition, which laid the foundations for today's trade fair many years ago, showed car tuning enthusiasts the best of the world of professional European tuning. There were presentations by tuning companies, exhibitions of spare parts, tools, and car repair services, as well as demonstrations of detailing and car care.

Several hundred unique exhibits were complemented by interesting discussions, competitions, workshops, Several hundred unique exhibits were complemented by interesting discussions, competitions, workshops, test drives, and gatherings in the outdoor area.

The exhibition included the traditional announcement of the TOP 10 best projects. The title of Best of Show was awarded to the unique Mercurius GTC car by Austrian artist Knud Tiroch from the Hotrod Hangar studio, which faced strong competition. Second place went to Sebastian Bialek, who exhibited a VW Transporter T3, and Alessandro Frescura took home the bronze from Prague with his beautiful Audi TT.





04

ORLEN OIL RACING EXPO

The exhibition, with a new title partner from the field of high-end automotive lubricants, presented over a hundred racing cars and motorcycles from most sports disciplines. The leading roles were played by prominent Czech teams Janík Motorsport, Šenkýř Motorsport, GT sports, and Komvet Racing. Jan Kopecký celebrated his record eleventh rally title at the exhibition with his Škoda Fabia RS Rally2 car. The Trnka Racing team presented a new addition to European hill climb racing in 2026 – the Nova Proto NP 01 single-seater.

Visitors were also thrilled by the Ligier-Toyota JS P325 LMP3 cars of the Bretton Racing team, Aston Martin, Vantage GT4, Dakar Toyota Hilux GR V8, Audi R8 LMS Ultra GT3, Norma M20 FC, KTM X-Bow GTX, Lamborghini Huracán, Praga R1T, McLaren F1 Evo, and many others.

The original LIAZ truck commemorated the 40th anniversary of the first Czech crew's start in the Dakar Rally. Motorcyclists were certainly delighted by Filip Salač's Stock Yamaha R1 training motorcycle and the KTM machine of the new flat track world champion Ervín Krajčovič. The flat track motorcycle of six-time world champion Bartosz Zmarzlik was also on display.





On display were a large number of historic cars and motorcycles – from elegant pre-war models to youngtimers from the 1990s. Traditional Czechoslovak brands alongside global automotive icons from the last century attracted great admiration from visitors. The exhibition was complemented by a traditional auction on Saturday.

A rare French Cottureau car from 1898, one of the oldest roadworthy cars ever to appear at a public exhibition in the Czech Republic, attracted particular attention in this part of the fair. The aerodynamic Praga Super Piccolo racing car from 1934 and the Pohl-Škoda 1200 Supersport sports car from 1958 also attracted justified interest. However, the star of the exhibition was the 1934 Hispano Suiza J12 with a 9.5-liter 12-cylinder gasoline engine and 200 hp. Only nine were ever made, but only one had a Million Guiet body, and that one was on display in Prague-Letňany.





CADILLAC '17
1917

This year's fair was once again graced by the most attractive section for visitors, presenting unique sports cars with price tags in the millions. A pair of Bugatti cars—the Chiron and Veyron—from the garage of long-time fair supporter Richard Chlad attracted a great deal of interest. Visitors could also enjoy the Italian beauty of Ferrari cars – the Ferrari 812 Superfast Taylor Made, Ferrari F12 TDF, and Ferrari 360 Challenge Stradale. There was also a limited edition of German Mercedes-Benz cars – the AMG S 63 E Performance EDITION 30 YEAR and AMG GT BRABUS Rocket 1000 "1 of 25". The ten stars of the fair were complemented by the BMW M4 CEL and the American icon Corvette C8.

The highlight not only of this section, but of the entire fair, was the exhibition of the unique Czech road and racing special Praga Bohema, whose characteristics on the circuit were tested by former F1 driver Romain Grosjean, among others. The exhibition of this hypersport car was complemented for visitors by a technical presentation by Jan Martínek from Praga.





Compared to previous years, the automotive section was given significantly more space at the fair. This reflects the growing interest of commercial exhibitors, who are well aware that nowhere else can they showcase their cars, accessories, and services to so many people in a single weekend.

The automotive brands presented in separate exhibitions included Ford (AUTO IN), Škoda (Přerost a Švorc), BAIC, SWM, KIA, Cupra (Auto Jarov), Omoda, AMG, and ABT. The AGROTEC Group came to Prague with the largest exhibition, offering visitors several new products from the Italian manufacturer DR Automobiles. The new American Dodge Charger also made its exhibition debut in Hall 6 at the TUCAR stand.

Companies and brands such as AD TECHNIK, BOUKAL, AutoCentrum ČR, Ferdinand Bilstein, Ronal, and many others exhibited for the umpteenth time.





drb
automobiles
solidus

dr
automobiles
AGROTIC

drb automobiles

08 LIQUI MOLY ARENA

As last year, the outdoor arena was dominated by the adrenaline-fueled motorcycle show of the Special Brothers Crew. Led by Adam "Special" Peschel, a Czech motorcycle stuntman and participant in the 2025 Dakar Rally, they performed breathtaking stunts.

They were joined on the arena by young motorcycle racers and promising karting talents. Under the leadership of Lukáš Pešek, young road motorcycle riders presented themselves, and Josef Kališ traditionally brought young kart drivers. Junior sidecar motocross riders also showed off their skills.

Denisa Pecháčková and Petra Budínová, participants in the European and World Trial Championships, demonstrated perfect motorcycle control.





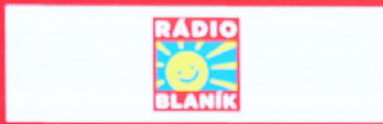
DISCUSSIONS, AUTOGRAPH SESSIONS, MEETINGS WITH CELEBRITIES

Once again this year, there were meetings between prominent figures from the automotive world and the public, sometimes combined with popular autograph sessions. Three stages and the new PCF Forum lounge were available. The first discussion was led by Col. Michal Hodboď, Director of the Traffic Police Service of the Czech Police. Petr Slíva, presenter at Radio Blaník, talked about his journey to the Arctic Circle in a motorhome. Marek Ročejdl, Jakub Havel, and Petr Dufek reminisced about the Czech team's victory in the 1995 Camel Trophy Mundo Maya. Martin Hák, Míla Janáček, and Honza Pacovský shared their experiences from their travels around Iceland.

Jiří Šlégl interviewed most of the guests on the Orlen Oil Racing Expo stage. Tomáš Enge, Jan Kopecký, Erik Janiš, Václav Janík, Jiří Mičánek with Josef Záruba, David Komárek with Kristýna Fillová, Ervín Krajčovič, Martin Michek, and many others took turns. Jiří Moskal and Jaroslav Joklík reminisced about the first start of the Czech crew in the Dakar Rally forty years ago.

Pavel Kočí revealed important information about collecting and investing in cars, and visitors learned interesting facts about a trip to Morocco in a Porsche and the famous Targa Florio race.





ACCOMPANYING EVENTS, COMPETITIONS

The Prague Car Festival is not just hundreds of cars and motorcycles on display. The fair is accompanied by dozens of accompanying events, discussions, competitions, and instructional sessions. There is also entertainment for the whole family – from Lego building and slot car racing to remote-controlled models and basic and advanced simulators.

For the umpteenth time, the Face of Eibach Tuning Expo was chosen on stage in Hall 1. The beauty contest is traditionally attended by the finalists of Miss Czech Republic. Beáta Pospíšková won ahead of Ellen Krejčí and Miriam Sais. Last year's winner, Marina Pechová, presented the crown to the most likable girl.

The final race of the Czech SimRacing Series 2025 took place in Hall 2D, crowning the new national champion. Tomas ENGE SIM Racing, our only F1 driver, presented his work in the immediate vicinity.

A traditional accompanying event of the Orlen Oil Racing Expo is the presentation of awards to legends of car and motorcycle racing. Thanks to this, it is always possible to meet a number of important personalities, European and world medalists.



MISS

ČESKÉ REPUBLIKY



AUTO EXCLUSIVE PARTY

After Saturday's program at the Prague Car Festival ended, exhibitor representatives and invited guests gathered for the traditional Auto Exclusive Party. Once again, it took place among the most luxurious cars on display. Host Barbora Černošková invited Zdeněk Zbytka, director of MOLD VIN CZ, to the stage, as the tasting of Moldovan wines enlivened the conversation and guests toasted to a pleasant evening with Moldovan sparkling wine.

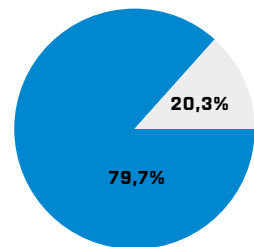
Among Czech singers, we find a whole range of car enthusiasts, but also many fast cars. However, not everyone had the courage to get behind the wheel of a racing car like Jan Vančura from the band Plavci, who sang a popular hit about graduating engineers. The evening featured performances by soprano singer and opera diva Tereza Mátlová, legendary musician Felix Slováček, singer and composer Ivo Janda, and producer and director Miroslav Dvořák.

At the end, Tereza Mátlová sang the song Bugatti Boogie with a video clip projection. In it, the audience could admire the Bugatti directly at the party, where it was lent by its owner Markéta Profeldová.



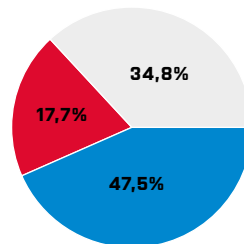


During the Prague Car Festival, the organizers interviewed 380 visitors. Their answers revealed a number of interesting facts:



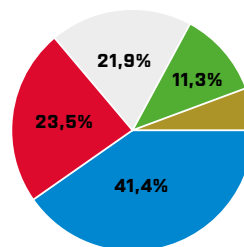
Gender of survey participants

- male
- female



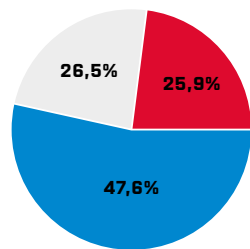
Is this your first time at the exhibition or have you visited it before?

- first time
- more than once
- once before



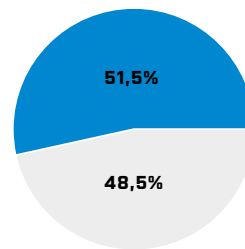
What part of the exhibition was you most interested in?

- EIBACH TUNING EXPO – modified cars
- SPIES HECKER CLASSIC EXPO – historic vehicles
- ORLEN OIL RACING EXPO – racing cars and motorcycles
- PIRELLI AUTO EXCLUSIVE – supercars and exclusive cars
- LIQUI MOLY ARENA – stunt drivers, action driving, rallies



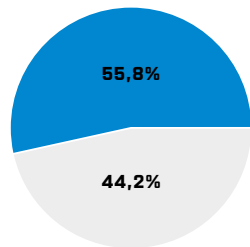
Which stage program interests you the most?

- Tuning Stage – discussions on tuning, competitions, Miss
- Racing Stage – discussions on motorsports, autograph sessions
- Classic Stage – discussions on historic vehicles, auctions



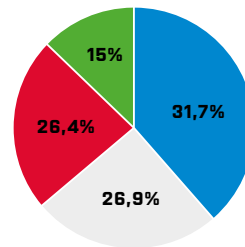
Are you interested in the stage program?

- Yes
- No



Are you interested in the historic vehicle auction?

- Yes
- No



How old are you?

- 31 to 50 years old
- Under 18 years old
- 19 to 30 years old
- 51 years old and older

The Prague Car Festival, the largest automotive trade fair in the Czech Republic, is an ideal opportunity to reach customers, business partners, or potential clients, not only in the automotive sector. What's more, it is a very advantageous opportunity, as the prices for renting exhibition space are very reasonable.

The price for 1 m² of exhibition space is only CZK 1,200 + VAT.

After contacting the fair organizers, it is possible to negotiate other forms of presentation.



SEE YOU SOON

OCTOBER 31 AND NOVEMBER 1, 2026

AT THE PVA EXPO PRAHA EXHIBITION CENTER



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