

Swiss Car Event

2. + 3.07.2016

Press Release

The Swiss Car Event 2016: 10 years of motorised passion

For 10 years, the largest indoor meeting for customised cars has clearly lost none of its appeal as more than 12,000 visitors made the journey to enjoy this great event in the exhibition halls at Palexpo last weekend. More than 60 clubs and professional exhibitors honoured us with their presence during this 10th edition. 1,200 incredible customised vehicles competed for one of the 90 "TOPS" Trophies to reward their most attractive customising achievements. One of the main keys to the success of the event lies in the programme of special events, including FMX and Stunt shows for two and four wheeled vehicles, initiations into the Drift discipline for visitors, races for radio-controlled cars and skateboard competitions, leaving visitors spoiled for choices as to which events to watch at any given time.

Customised vehicles of all marques and all ages flocked in great numbers to Palexpo last weekend. Nearly 780 owners brought their pride-and-joys to be exhibited in the Meeting Space of the Kustom Village, the area for professional exhibitors and the Clubs Space which included a total of 420 projects. The customised cars on display were of an outstanding quality and made the choices of the jury for the 90 "TOPS Trophies extremely difficult!

For the programme of special events the organisers came up with several new attractions, including five dragsters to participate in a programme of drag races, skateboarders and « trotinette » scooters from the group « La Fievre » performing wild and perilous jumps from the « Big Air » ramp, plus a new quad show, all aimed to further thrill the enthusiastic public.

Visitors came to experience exceptional sensations, and they were not disappointed. 360 of them participated in the initiations to the Drift discipline, provided between their competitions by the 18 professional drivers in the area just outside of the exhibition halls. Inside, the most courageous held their breaths inside a car being driven on two wheels. The performances of the five FMX riders and the three Stunt riders, including two on their Harley Davidsons, were mind-bogglingly spectacular!

In parallel, there was the second round of the RC Grip Zero Challenge championship, plus the « Streacte League 2 » competition for the 60 best skateboarders to enthral the throngs of spectators.

The 12,000 visitors, comprising young and less young, couples, families, groups of friends as well as individuals, confirmed once again the exceptional appeal of the Swiss Car Show with its displays and programme of special events.

Fred Singy, a member of the organising committee since the beginning of the SCE, exclaimed with a smile : « Each year it is with the same amazement and pride that we bring together at Palexpo, over a single weekend, the world of customised vehicles, plus incredible riders and drivers from all disciplines of the urban culture. It is fitting that each year these same halls welcome the most prestigious Motor Show in the world.»

Relive the highlights of the 2016 SCE at www.swisscarevent.ch

Palexpo, July 3, 2016

(env. 3'000 caractères y compris espaces)

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