

Swiss Car Event

10. + 11.06.2017

The 11th edition of the Swiss Car Event: The largest indoor gathering in Switzerland

The Swiss Car Event will open its doors for the 11th edition over the weekend of June 10-11, 2017 in the exhibition halls of Palexpo. The largest indoor gathering of modified and customised vehicles normally welcomes over 12,000 enthusiasts and some 1,200 vehicles on display. New for this year will be the possibility to purchase entry tickets on-line at discounted prices: 20 CHF for ages 16 and over and 8 CHF for ages 6-15 years. Go to [online ticketing](#) to take advantage of this offer and convenience.

The 55,000 square metres of exhibition space in Halls 4, 5, and 6 at Palexpo will be divided into four sections around specific themes:

- **The Kustom Village** (Hall 4) will focus on the « low ride » and « air ride » trends, but will also feature American cars, classic and air-cooled vehicles as well as some very attractive motorbikes.
- **The Exhibitors Village** (Hall 5) where professional exhibitors from this sector will showcase their newest innovations and offerings. At least 30 exhibitors are expected to attend.
- **The Clubs Area** (Hall 5) will host some 30 Swiss and international clubs and provides a forum to present their club and share their passion.
- **The Indoor Meeting** (Hall 6) where owners of modified and custom cars can exhibit their treasures for as long as they like and without having to reserve a space in advance.

The Swiss Car Event has earned its reputation as a one-of-a-kind happening thanks to its programme of unique, breath-taking shows and performances. These shows alone are enough to attract the large crowds every year:

- **The DRIFT:** In addition to the traditional Drift demonstrations, a team of 16 professional drivers will invite visitors to join them in their cars for a demonstration and experience not to be forgotten. In 2016, more than 360 visitors took advantage of this. This year, especially Japanese models will be in the spotlight. You can only reserve for this at the event.
- **FMX and Stunt riding:** Daring and perilous jumps on motorbikes are now an integral part of the programme. The rider “**Fatgregg**” will perform with a motorbike that is very unlikely for this type of event: a Harley Davidson. At the controls of a quad, the things he can perform are more than impressive.
- **Drag Races:** These were a big hit at last year’s SCE, so they will be back again this year with six exceptional and unusual race cars.

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Palexpo SA, Case postale 112 | CH-1218 Le Grand-Saconnex | Genève | Suisse | Tél.: + 41 (0)22 761 11 11 | Fax: + 41 (0)22 798 01 00

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- **The Mad Pussy Gang:** What would the world of motor sports be without the presence of sexy dancers? The girls of the Mad Pussy Gang will bring together erotic dancing and fireworks in a performance described as wacko and trash! A truly "hot time" is guaranteed!
- **The 70 drivers** of radio controlled model cars will return to participate in a round of the French **RC Grip Zero Challenge for RC Drift** Championship.
- Not to be missed will be the **initiations of the Drift performance by electric and motorised tricycles** for the public.

What would a meeting be without a competition for all participants. All vehicles showcased at the Swiss Car Event are assessed and automatically entered into the **TOP's** awards. Numerous trophies will be awarded for the best modifications and exhibitions. Participants will also have another opportunity to determine the appeal of their modified cars thanks to the **SPL (Sounds Power Level) competition** for their individual sound systems.

For several years now the Swiss Car Event has invited members from other urban field such as skateboarding, rollerblading and scootering to join the event and showcase these disciplines. The **Skateboard Museum of Geneva Pulp68** will organise a spectacular show with riders demonstrating their agility and cold-blooded bravery!

The Major New Features of the Swiss Car Event 2017:

- **Ales Rozman**, one of the elite from the world of Freestylers will arrive from Slovenia to perform perilous jumps in reverse at the controls of his quad. Only three in Europe know the secret of this trick
- **Arrepiado**, famous for performing stunts with quads, cars and motorbikes, will return with his team after an absence of three years.
- **Grand Show on Saturday night on the outdoor circuit:** Drift, FMX and Stunt riding at breathtaking speeds. Not for the faint of heart!

Practical Information:

Dates	Saturday June 10 and Sunday June 11, 2017	
Opening Hours	Saturday	2:00 p.m. – 10:00 p.m. (new: Night Show!)
	Sunday	9:00 a.m. – 6:00 p.m.
Ticket prices: VISITOR:	22 CHF for ages 16 and over, 10 CHF for ages 6 – 15 years Free for budding enthusiasts under 6!	
Ticket prices: INDOOR MEETING:	Saturday:	22 CHF (entry price + parking place in the meeting for free)
	Sunday:	32.CHF (entry price for one visitor + 10 CHF for a parking place in the meeting)

For 1 vehicle with driver on condition that the car is modified or customised (the ticket is good during the opening hours).

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The Swiss Car Event in numbers:

- 55'000 square metres of indoor exhibition space
- 19'000 Facebook fans
- 12'000 Visitors over two days
- 1'200 customised or modified vehicles on display
- 60 Clubs and Professional exhibitors

ACCREDITATION

Dear Media Representative,

You can receive accreditation by emailing: presse@palexpo.ch. Please specify whether you would like access to the outdoor circuit and send us a copy of your press card and confirmation of your status as a media representative or any other proof of your journalistic work.

You can also register on site at the Welcome Desk at the entrance to the event. The hours are: Saturday June 10th from 2:00 p.m. to 8:00 p.m. and Sunday June 11th from 9:00 a.m. to 5:00 p.m. Please bring with you proof of your status as a media representative. If you are arriving by car, please feel free to park in the P12 car park (below Hall 6). You will be given a free exit ticket at the Welcome Desk.

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HD Photos of the Swiss Car Event can be found in the Media Section at the official website www.swisscarevent.ch

Palexpo, May 11, 2017

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