

Swiss Car Event

23-24 JUNE 2018

The 12th edition of the Swiss Car Event: two highly charged days.

The Swiss Car Event 2018 has closed its doors after an explosive weekend of special events, shows, initiations, demonstrations, competitions, gatherings and fascinating exhibitions that vibrated through the halls of Palexpo. From the Drift to the Gymkhana via the FMX, the Drag Races to the electric karts: the spectacles on two and four wheels provided terrific entertainment for all of the passionate visitors.

A few hours before the close of the event there were no less than 10'000 entries registered. Let's look back on an edition particularly spectacular.

The halls at Palexpo were reorganised for this 12th edition so the five major spaces for the Swiss Car Event could welcome nearly 1'000 modified vehicles. At the Indoor Meeting, no less that 700 owners came from all over Europe to proudly display their automotive gems in the Clubs Area where 280 beauties were exhibited. Between the aesthetic and the mechanical, the retro and modern designs the visitors could (re)discover all facets of the world of customisation. The jurors for the TOPS competitions were totally seduced as 60 different trophies were awarded to the most attractive presentations in as many categories.

The programme of events clearly thrilled the public with the demonstrations and initiations of the Drift with a team of 18 professional drivers, including the stars Steve Rinsoz, Séverine Roy, Hugo Gonçalves and Romain Charlois, who provided 330 initiations on board their cars. The Drag Races were a big hit with a huge crowd at the P49 parking area. The RC Drift demonstrations by drivers of radio controlled model vehicles were equally dazzling. Then there were the unforgettable glamour shows put on by the dancers from the Seven Events group.

The major new features for 2018 were equally successful. These included the show bringing together the amazing Gymkhana and FMX demonstrations with unbelievably thrilling jumps with motorbikes and quads over a ramp placed in the middle of the circuit, the SwissBox Show & Shine area, a new sponsor for the event, plus the new indoor electric karting circuit which was hugely popular with visitors of all ages. This year the Swiss Car Event initiated a "Beauty & Wellness" space 100% for female visitors who came in large numbers to be pampered! The children who participated were thrilled with their training course on the electric trials bikes provided by Mountain Park.

With thunderous spectator applause, their adrenaline rushes, the spectacles and powerful sensations experienced, the great names from the Drift world, the retro motorbikes and ultra-contemporary vehicles, the Swiss Car Event closed its 12th edition having successfully brought together, once again, a large number of enthusiasts to enjoy a highly charged weekend in the heart of the largest indoor event in Switzerland.

Relive the highlights of the weekend at swisscarevent.ch

Swiss Car Event

Swiss Car Event

23-24 JUNE 2018

Contacts:

Person in charge of the event

Jennifer Joly
phone +41 22 761 13 82
jennifer.joly@palexpo.ch

Press contact

Maud Couturier
phone +41 22 761 10 92
maud.couturier@palexpo.ch

HD photos of the Swiss Car Event will be available on the official website swisscarevent.ch/en in the press section.

Palexpo, June 24, 2018

(approx. 3'290 characters including spaces)

Swiss Car Event

Palexpo SA, P.O. Box 112 | 1218 Le Grand-Saconnex | Geneva | Switzerland | Tel. +41 (0)22 761 11 11 | Fax +41 (0)22 798 01 00
info@swisscarevent.ch | www.swisscarevent.ch