

Swiss Car Event

10. + 11.06.2017

THE 11TH EDITION OF THE SWISS CAR EVENT: A CONCEPT THAT NEVER CEASES TO ATTRACT THE CURIOUS AND ENTHUSIASTIC.

The last roaring engine has been heard in the exhibition halls at Palexpo. The clamour of spectators astounded by the numerous events still resounds. The perfume from two and four wheeled vehicles still hangs in the air. The jumps and other perilous stunts remain engraved in the minds of all who witnessed them. The Swiss Car Event 2017 has closed its doors after two days during which some 10'000 people had all of their senses jolted awake while experiencing the bounties that the world of modified and customised vehicles could offer: the spectacular, the beautiful, the mechanically thrilling, the stars and their performances, the sport, and the creativity, plus a big dose of adrenaline through unforgettable personal experiences. Let's look back on some of the highlights of this impressive 11th edition.

The exhibition halls at Palexpo opened their doors over the weekend to nearly 1'000 customised and modified vehicles for a magnificent gathering of cars with an allure ranging from the retro to ultra-modern to polished designs displayed throughout the different zones of the exhibition. No less than 600 owners exhibited their automotive works of art at the Indoor Meeting, the Kustom Village, the Clubs Space and the Exhibitors Village where their close to 400 projects were gathered. Seduced by these aesthetic and mechanical gems, the visitors could not leave the scene without seeing to whom the judges of the TOP'S competitions had decided to award the 72 trophies for the best vehicles and best presentations.

Thanks to a rich and exciting programme of special events the visitors enjoyed two days of discovery, initiations, shows and demonstrations performed by the great names in Freestyle and Stunts. This year there were 300 visitors who discovered the Drift through an initiation on board one of the cars driven by 17 different professionals who performed multiple spectacular drift manoeuvres before excited spectators. There were also initiations of discovery available on the Drift Trikes, either electric or motorized that thrilled the participants of all ages!

The participating professional riders were acclaimed all weekend. On two or four wheel, the stars of FMX and Stunt Riding performed thrilling stunts and acrobatics. The spectators will long remember the mythical performance of Ales Rozman, of Arrepiado, and FatGregg on his Harley Davidson.

The Drag Racing demonstrations also attracted a number of aficionados who took great pleasure in watching the hyper ballet of the six nervous and quirky race cars! For the second year running the Swiss Car event hosted a round of the French championship « RC Grip Zero Challenge for RC Drift ». For this round, 70 drivers of radio-controlled models competed in a jovial and rousing atmosphere.

There were two important novelties for this 11th edition.

The Swiss Car Event had the pleasure of organizing a "Grand Show" on the Saturday evening until 10:00 p.m. After sunset, the performances of the Drift, FMX and Stunts were as spectacular as ever. Large crowds remained to take advantage of this prolongation and enjoy a night of exceptional thrills and adrenaline.

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In addition, the Swiss Car event presented for the first time the Corner of Fame, and exhibition space for the ten customised cars recognized by the most prestigious meetings in Europe, and where the fans and the curious could discover all the trends of yesterday and today!

Relive the highlights of the SCE 2017 at www.swisscarevent.ch

Palexpo, June 11, 2017

(approx. 3'600 characters including spaces)

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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

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