

Swiss Car Event

2 + 3 July 2016

SAVE THE DATE

The Swiss Car Event, Switzerland's largest indoor meeting, is celebrating its 10th birthday!

For the past 10 years, the SWISS CAR EVENT has been THE annual meeting in French-speaking Switzerland. It brings together 12,000 Swiss and European fans of modified vehicles with the sole aim of exchanging and sharing their passion with fellow enthusiasts over the course of a weekend. The tenth Swiss Car Event will be held on 2 and 3 July 2016 in Palexpo Halls 4, 5 and 6. Visitors will have the chance to admire some 1,200 automobile projects spread over 55,000 m² of exhibition space split into four different sectors:

- **The Kustom Village** (Hall 4) will focus on the 'low ride and air ride' trends but will also exhibit American, classic and air-cooled cars as well as some beautiful motorbikes.
- **The Professional Village** (Hall 5) is where professional exhibitors from the field showcase their newest innovations. Around 30 exhibitors are expected to attend.
- **The Clubs Area** (Hall 5) hosts some 30 Swiss and international clubs and is a forum for them to present themselves and share their enthusiasm.
- **The Indoor Meeting** (Hall 6) is where owners of modified 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 event thanks to its programme of unique, breath-taking shows. These shows alone are enough to bring in the crowds every year:

- **DRIFT:** in addition to traditional drift demonstrations, a team of 17 professional drivers will invite visitors to jump into their cockpit. Excitement guaranteed! The team got 265 first-timers into the front seat last year and is hoping to surpass this number in 2016.
- **FMX and stunt:** daring jumps on motorcycles are now an integral part of the programme. Those at the handlebars of a quad bike are even more impressive. Stuntman Guillaume Faurie has announced that he will perform Europe's first ever backflip on a quad bike. Stéphane Riesen will also show off his ability to drive a BMW on two wheels.
- **The ladies from Patronne sexy:** there is no show without these enticing artistes from Southern France. They will get your hearts pounding with their **pole dancing** and **car wash performance** and heat things up with their fire-breathing show.
- Small and remote-controlled models are back for **RC Drift's RC Grip Zero Challenge** championship race.
- Do not miss **the pocket bike** demonstrations!

Swiss Car Event

Palexpo SA, PO box 112 | CH-1218 Le Grand-Saconnex | Geneva | Switzerland | Tel.: + 41 (0)22 761 11 11 | Fax: + 41 (0)22 798 01 00

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It isn't a meeting without a participant competition! All cars showcased at the SWISS CAR EVENT are assessed and automatically entered into the **TOP Awards**. 90 trophies are up for grabs for the best modifications and exhibitions. Participants also have other opportunities to determine the appeal of their modified cars thanks to the **SPL (Sound Pressure Level) competition** for amateurs interested in installing audio systems, and the **Top Limbo** competition for 'low attitude' cars where the chassis is only several millimetres from the ground.

For several years now, the SWISS CAR EVENT has invited those from other urban fields such as skateboarding, rollerblading and scootering to join the event and showcase these disciplines. For the third year in a row, the **Skateboard Museum of Geneva Pulp68** will organise an indoor skateboarding contest over the event weekend.

New at the 2016 Swiss Car Event

- The demos of **standing starts** with six dream racing cars.
- **Roberto Poggiali** and his two friends, who literally make their quad bikes fly.
- **Rollerbladers and scooter riders** from **La Fièvre** skatepark in Lausanne, who will show off their skills in the Big Air.

Practical information

Dates Saturday 2 July and Sunday 3 July 2016

Opening hours
Saturday 1 p.m. - 8 p.m.
Sunday 9 a.m. - 6 p.m.

Price VISITOR
CHF 22. (over 12s) - sold directly at the entrance to the event

Prices INDOOR MEETING

Saturday CHF 25.- and Sunday CHF 30.-

For participating in the Meeting one car with its driver, provided that the car has been modified (day entrance tickets valid during opening hours).

The Swiss Car Event: facts and figures

- 55,000 m² indoor surface area
- 12,500 fans on its Facebook page
- 12,000 visitors in two days
- 1,200 customised cars
- 60 club and professional exhibitors

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ACCREDITATION

Dear media representative,

You can receive accreditation by emailing presse@palexpo.ch. Please specify whether you would like access to the track 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 (Saturday 2 July from 1 p.m. to 7 p.m. and Sunday 3 July from 9 a.m. to 5 p.m.). Please bring with you proof of your status as a media representative. If you are arriving by car, 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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Media contact: Silvia Blattner, tel. +41 (0)22 761 10 90 silvia.blattner@palexpo.ch or presse@palexpo.ch

See [HD photos](#) of the Swiss Car Event in the [Media section](#) of its official website, www.swisscarevent.ch.

Palexpo, April 2016

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