

INTERNATIONAL PRAGUE CAR FESTIVAL

29-30 / 08 / 2015

FINAL REPORT

from the 4th year of motorshow

More
than 400
amazing cars



Rich
accompanying
programme



Over 14 000
visitors from
9 countries

A brief description of the event

Grand motor show in European style

At the end of holidays, fans of cars met for the 4th time already at the exhibition area PVA EXPO PRAGUE. The traditional INTERNATIONAL PRAGUE CAR FESTIVAL was held there and it brought several novelties.

First of them was the attendance of exhibitors from 9 countries, for whom it was worth to travel hundreds of kilometres to exhibit their cars in Prague. They set the quality of exhibition so high that it will cost organizers a lot of work to overcome it next year. Visitors could see cars of the most famous brands such as Lamborghini, Ferrari, Porsche or technologically unique Tesla.

Here comes the second novelty – the independent part of the exhibition called Gas&Electric Car Festival, where Tesla belongs. Its first year will definitely not be the last as it currently is the biggest show of electric and alternative fuel cars in the Czech Republic. In this section, firms offering either education of future technologies or particular solutions were presented next to other interesting exhibits.

Another novelty pleased especially fans of motorsport. Racing Cars section, separated from the rest of the exhibition for the first time this year, introduced a beautiful show of racing and rally world.

We could see exquisite cars such as Ondrej Placat's AUDI S1, Stepan Vojtech's Peugeot 206 WRC, Stepan Zabloudil's Subaru Impreza or beautiful Mitsubishi Lancer EVO. Among other exhibits there were circle racing monoposto Prague R1, Martin Semerad's Mitsubishi and visitors could also admire special cars for drift and cart or Liaz known from the famous rally Paris-Dakar.

Traditional American classics were not to be missed. They were introduced in a very original setting evoking the atmosphere of Route 66. The top exhibit was a replica of Knight Rider series alias Pontiac Firebird and also an original pace car Chevrolet Corvette from the famous 500 miles Indianapolis race.

PRAGUE CAR FESTIVAL is a show and for this reason there was a lot of fun and entertainment all over the weekend. Beauty queen contests, fashion shows, stunt-riding show, photo-shooting, workshops, electric car rides, formula racing for children, Segway, carwash, rich ruffle and other activities represented a unique and intensive experience enjoyed by more than 14 000 visitors and the event will certainly be remembered for a long time. More information about the event can be found at www.praguecarfestival.cz or at the official Facebook profile, where many interesting photographs and videos are shared.



Programme of the event

Exhibition programme

- Sports and luxurious cars exhibition
- Tuning cars exhibition
- American and vintage cars
- Racing Cars
- Gas&Electric Prague Festival
- Companies from and around the field of car industry

Supporting programme

- Tuning competition in many categories
- Airbrush workshops
- International Prague Car Festival Beauty Queen contest
- Final of the Summer Beauty Queen contest
- Rides with electrical cars and bikes

- Segway
- Karting for children
- Bodypainting
- iGirl – photo shooting with models
- IT People
- Fashion shows
- Artmoving
- Stuntriding show
- Meet-and-Greet with representatives of motorsport
- Carwash
- Raffle with valuable prizes
- Besip Bus
- Dakar's Dream project
- Car DJ



Promotion of the event

Magazines

Autobox
Automakers
Autosport&Tuning
Autoservis
EVO
Faster magazine
Grand Auto
Chrom&Plameny
Magazin Toplac
Oldtimer
Uniform
Yachting

Internet

airbrushwork.cz
auto.idnes.cz
automodul.cz
autotablet.cz
carstyling.hu

cestujsdetmi.cz
doipo.cz
facebook Prague Car Festival
hyperinzerce.cz
chromplameny.cz
i-evo.cz
ifaster.cz
kdykde.cz
kudyznudy.cz
motorinfo.cz
pva.cz
skodahome.cz
super.cz
toplac.cz
tuningkingz.pl
tuningy.com
vyletnik.cz
weby vybraných vystavovatelů
xs-edition.de
zazabavou.cz



Promotion of the event

Posters and leaflets

Distribution by some exhibitors
Prague Kbely Airport
Technical schools in Prague surroundings

Events

Legends
Cart halls in Prague
Tuning Show Budapest
Tuning meetings Škoda

Radio

Radiožurnál

Outdoor promotion

Billboards
Posters at public transportation stops
Posters at special areas in Prague

Others

Facebook adverts
Google adverts
Seznam adverts
Special offer for Mironet's customers
Mailing

Pre-sale service

Lupeni
Ticketon
Ticketstream

Some statistics

Number of internet banners view - 1,8 mil.
Visitors at official website of the event - up to 40 thousand per week
Mailing - 800 000 address
Newsletteru - 658 address







Tuning TOP 5

Feréncz Dózsa / Ford Mustang / HU

Karel Trachta / Volkswagen Golf 1 / CZ

Mario Zehnder / Mercedes C63 AMG / CH

Michal Mazač / Škoda Octavia / CZ

Uwe Wolf / Opel Kadett / DE

List of exhibitors - companies

- | | | |
|-------------------------------------|------------------------------|-------------------------------|
| AAA Auto | Ecoservis | Motul |
| Alcar | Ehrlich63 | Mustangevolution |
| Antiradary.net | ELF Logistic | Petr Uher |
| APEL- Asociace Elektromobility | Escape6 | Pražská energetika |
| Asociace elektromobilového průmyslu | Fresh & Go | Profi Auto CZ |
| Astes | Fuchs Oil Corp. CZ | Radek Sedlák Nejlevnější rámy |
| Autobox | Gasinsight | Race Club |
| Autogas cetrum plus | High Performance Parts | Radical Cars |
| Autochip | Chrom & Plameny | Rally Club 2008 v AČR |
| Automobilovedily24.cz | Jakub Dohnal | Reklama Etra |
| Automodul.cz | Jung | Renapour |
| Autosport&Tuning | Kaipan | Renove Cars |
| B-Centrum | Krown Czech Republic | Revilo Auto |
| Blood Elites New Generation | Lonewolf | Scale Cars Club |
| Car4way | Mary Kay - Gabriela Benešová | Segway |
| Cofee car | MAT servis Zlín | Stievocar |
| Crussis electrobikes | Mave | SOU Škoda Auto |
| D.A.S. Rechtsschutz AG | Mironet | Stupice |
| Designatelier 66 | MM tuning | Škoda Home |
| DMCompany | Moped Cars | Toplac |
| Domanský | Motorsport | Trend park |
| | | Trieste |
| | | Vidix |



Statistics 2015

Visitors

| | |
|-------------------------------|--------|
| • Amount of people in full | 14 153 |
| • Public | 12 946 |
| • Exhibitors and their guests | 1 207 |
| • Journalists | 69 |

Exhibitors and exhibits

| | |
|--------------------------------|-----|
| • Amount of exhibitors in full | 242 |
| • Number of companies | 65 |
| • Number of cars | 406 |

Exhibition area

| | |
|--|--------|
| • Indoor exhibition area in m ² | 12 300 |
| • Outer exhibition area in m ² | 8 300 |

Tuning TOP 5

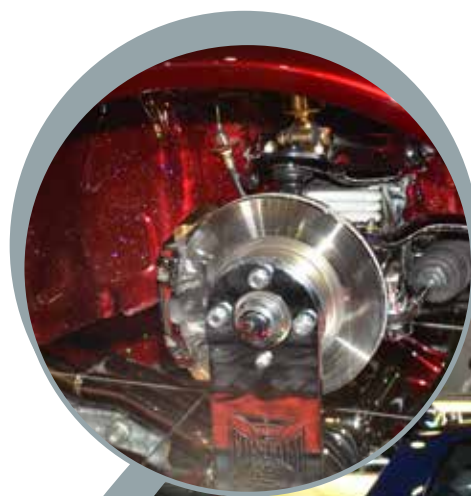
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Michal Mazač / Škoda Octavia / CZ
Uwe Wolf / Opel Kadett / DE

Final of the Summer Beauty Queen contest

1. Tereza Hudáková
2. Markéta Konopásková
3. Lucie Janošová

International Prague Car Festival
Beauty Queen contest

1. Nikita Řeháková
2. Kristýna Faitová
3. Barbora Hačecká





Tuning Magazin





INTERNATIONAL
PRAGUE CAR
FESTIVAL
29-30 / 08 / 2015

29-30 / 8 / 2015, PVA EXPO PRAHA

AUTOBOX

AUTOGAS
centrum plus s.r.o.

AUTOMAKERS

**AUTO
MODUL.CZ**

Autoservis

**AUTOSPORT
& TUNING**

dip | Dopravní
informační portál

evo

**Grand
Auto**

CHROM

IT JE SEXY IT JE COOL
ITpeoplecz.cz

KROWN

LONEWOLF

MOTORINFO

Oldtimer

SKODAHOME.CZ

TOPLAC

UNIFORM

**We are looking forward
to you 3-4 / 9 / 2016.**

INTERNATIONAL
PRAGUE CAR
FESTIVAL
03-04 / 09 / 2016

www.praguecarfestival.cz