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e-SALON

TRADE FAIR FOR CLEAN MOBILITY | 11-14 Nov 2021

FINAL REPORT

[WWW.E-SALON.CZ](http://www.e-salon.cz)

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THE THIRD EDITION OF THE E-SALON TRADE FAIR WAS VISITED BY MORE THAN 16,000 PEOPLE INTERESTED IN CLEAN MOBILITY

After the enforced pandemic break, the third edition of the e-SALON Clean Mobility Fair could finally take place. The event of European importance presented the latest environment-friendly cars, motorcycles, charging technologies, innovations from the field of modern mobility infrastructure and other unique products. The event, co-organised by TV Prima, took place from 11 to 14 November at the PVA EXPO PRAGUE Exhibition Centre. The opening day was traditionally dedicated to media and experts, while the event was open to the general public from 12 November. The ČEZ Group is the general partner of the e-SALON 2021 Trade Fair.

Jana Nosálová Káralová, MBA
Trade Fair Director



GENERAL PARTNER



Electromobility is a logical market for a power engineering company, and that is why the ČEZ Group has been dealing with electromobility systematically for already 10 years. We operate the largest domestic network for public charging of electric vehicles with more than 320 stations. The EV fast charging stations arise also thanks to the support from the funding instrument financed by the European Commission and known as CEF (Connecting Europe Facility), part "Transport". At the same time, we offer a wide range of associated services and products in the field of electromobility for individuals, firms, municipalities and regions.

BASIC STATISTICAL DATA OF THE E-SALON 2021 TRADE FAIR

Total number of exhibitors: 81
 Number of foreign exhibitors: 2
 Number of countries: 2
 Gross exhibition area: 11,500 m²
 Net exhibition area: 5,674 m²
 Number of visitors: 16,373
 Number of accredited journalists: 109
 Number of test drives: 1,538





The third edition of the e-SALON Trade Fair offered again national premieres of electric vehicles from renowned global car manufacturers. At the PVA EXPO PRAGUE Exhibition Centre, both the professional and general public could see models from Volkswagen, KIA, ŠKODA, Tesla, Hyundai, Ford and many other brands.

This year's e-SALON was also the place where important innovations from world brands were presented. ŠKODA AUTO not only presented pure electric or plug-in hybrid models, but also all the follow-up services forming a part of the entire e-mobility ecosystem of the Mladá Boleslav-based car manufacturer.

Volkswagen presented the entire growing ID. family at the trade fair. At this year's e-SALON, it presented the ID.4 in the top GTX version with all-wheel drive in its Czech premiere. Another premiere in the ID family was the ID.5 SUV coupe, which was presented in the Czech Republic for the first time. And for the first time ever, the ID. LIFE concept was presented, which corresponds to the vision of next-generation urban electromobility and embodies permanent sustainability, digital technology and timeless design. The CUPRA BORN had its premiere as well. The VW brand showcased also several commercial vehicles – namely VW Multivan highlite and eCrafter.





THE CHEAPEST ELECTRIC CAR ON THE MARKET OR HYDROGEN PROPULSION?

The e-SALON Trade Fair is an event of European importance thanks to its complexity and size, and many manufacturers presented key products of their brands in the Czech premiere during this event. This year was no different, when automobile innovations occupied the halls no. 3 and 4. For example, as one of the leaders of electrification in the Czech Republic, the Korea-based carmaker "KIA" brought two purely electric models to e-SALON – the main star being Kia EV6, Kia Sportage Plug-in Hybrid and also e-Niro.

Ford was proud of its sporty Mustang Mach-E SUV, while Porsche presented its Taycan super-sports car, the Taycan Cross Turismo and the Panamera 4S E-Hybrid Sport Turismo. Mitsubishi unveiled its technically interesting Eclipse Cross PHEV SUV, which can be a "small power plant" on the road for a variety of appliances.

As far as the main trade fair attractions are concerned, it is surely necessary to mention Dacia's innovation called Spring, which is to become the cheapest electric car on the market with a price under half a million crowns. The Renault brand was also present at the event, with the first model of Renault's new generation of "native" electric cars – new Megane E-Tech 100% electric, which is also the first model bearing the brand's new logo. It represents a ground-breaking design that breaks the rules of traditional compact hatchbacks. Visitors also saw the latest Tesla Y model. Audi showed not only the Q4 e-tron Sportback, but also the e-tron GT. The public also got to see other cars from many car brands which are making a difference in the field of clean mobility. Hyundai was also present at the show with the Tucson PHEV, Santa Fe PHEV, Ioniq 5, Kona EV or the hydrogen Nexu models.





The trade fair event featured also a number of manufacturers of charging stations, energy suppliers, manufacturers of handling and municipal equipment, as well as manufacturers of electric bicycles, which are very popular now. Products from Mountfield, Shimano, Unicorn, Phoenix Contact, Schrack Technik, TPC Industry and others were on display.



This year's event was attended also by manufacturers of wheelchairs for people with impaired mobility, handling and municipal equipment and heavy-duty electric loaders from Kovaco Electric. The world of commercial vehicles was represented by the GOUPIL brand as well as by the traditional VW brand.

In addition to electric cars, products from manufacturers of charging stations and energy suppliers (ČEZ, Inno-gy, PRE) were presented at the Letňany Exhibition Centre as well. The visitors could see, for example, products from such companies as Voltdrive, Webasto, Elexim, Unicorn, ejoin, Phoenix Contact and others.







3RD CLEAN MOBILITY CONFERENCE

11 November 2021, PVA EXPO PRAGUE, Congress Hall

SESSION I

Moderator – Jan Říha, Autosalon TV PRIMA

CLEAN MOBILITY IN THE CZECH REPUBLIC (10:00 – 10:50)

Support for Clean Mobility under the Responsibility of the Ministry of the Environment – Mgr. Jaroslav Kepka, Ministry of the Environment
 Revision of the Regulation Laying down CO₂ Emission Standards in Transport – Zdeněk Petzl, LL.M., AutoSAP
 Current state of electromobility in the Czech Republic – Lukáš Kadula, Transport Research Centre

SESSION II

Automotive Market at a Crossroads (10:50 – 12:20)

Moderator – Jan Blažek, Týdeník Echo

DISCUSSION PANEL – SPEAKERS:

Patrik Fejtek, Head of the Volkswagen Division – Passenger Cars at Porsche Czech Republic
 Arnošt Barna, Chief Executive Officer, KIA MOTORS CZECH
 Martin Klíma, Head of Mobility Services at E.ON

- The current state of the global automotive industry (rising input costs, problematic logistics, shortage of materials and chips... accompanied by the challenging transformation towards electromobility)
- The current energy crisis, dramatically rising electricity prices (including fuel and CNG), Green deal = impact on mobility and future plans of the automotive sector
- Impact of the above-mentioned factors on the strategy of specific brands (model portfolio, increasing end prices... partly even with local impact on the Czech market)
- Tesla's premiere domination of the European market. Are the predictions that many did not believe coming true, namely that Tesla is a real game-changer?
- Euro7 = pure electromobility. Is there still a possibility of a change in the European Commission's plans, or will the car manufacturers accept it? (Date postponement, "softening" the limits in order not to favour only electric mobility)
- Are regulations on personal mobility really necessary in relation to the environment?
- How long will car manufacturers continue to produce spare parts for combustion engine models and service them (e.g., when buying an ICE model in 2035)?
- Infrastructure – EU plans (60 km charger, 150 km hydrogen filling station), is this at all realistic across the EU Member States with different levels of development in this area? What will happen to countries which fall behind in the field of their infrastructure?
- Electric mobility and hydrogen propulsion – which do you give more chance towards 2035 or 2050 (carbon neutrality)
- Where does the relatively massive resistance to environmental issues and therefore to electromobility come from in the Czech Republic? Could the topic of passenger car transport end up leaving the EU? It's grist for the mill of anti-Brussels rhetoric...
- What attitude should the Czech Republic take (the automotive sector plays a significant role here)?
- What was (is) the state's response to the SDA Memorandum on the promotion of green transport?
- What forms of support for electromobility towards companies and the retail sector make sense in your opinion?
- Estimation of the development of (electro) mobility in our country in the next five years (prices, model portfolios, market mix, customer preferences...)

SESSION III

Moderator – Jan Říha, Autosalon TV PRIMA

BUILDING UP THE INFRASTRUCTURE IN THE CZECH REPUBLIC (12:50 – 13:45)

Building up the Infrastructure in the Czech Republic, Cooperation between ŠKODA AUTO Czech Republic and Power Engineering Companies, Signed Memoranda and Future Prospects in the Field of Infrastructure – Miroslav Holan, Head of Business Network Development, ŠKODA AUTO Czech Republic
 Charging Infrastructure of Today and Tomorrow – Martin Šilar, Siemens, s.r.o.
 The Unstoppable Development of Electromobility and Charging Stations – Ing. Jaromír Marušinec, Ph.D. MBA, Chairman of ASEP
 Lithium-Sulphur Batteries, the Future of Electromobility – Doc. Ing. Tomáš Kazda, Ph.D., Faculty of Electrical Engineering of the Brno University of Technology

PUBLIC INFRASTRUCTURE X DEVELOPMENT PROJECTS (13:45 – 14:15)

Modular Charging Infrastructure for Parking Garages – Ing. Jiří Nykodým, VOLTDRIVE s.r.o.
 Synergy of Photovoltaics and Electric Vehicles in Companies and Households – Ing. Miroslav Matyáš

SESSION IV

Moderator – Jaroslav Martinek

CLEAN CITIES – SUSTAINABLE URBAN MOBILITY (14:15 – 17:00)

How to Make Transport Smarter in Cities?

Based on the Government's Concept for Urban and Active Mobility for 2021–2030

Among other things, you will hear there:

- The CityChangers Initiative. Who are the Ambassadors of Urban Mobility? – Jaroslav Martinek, Executive Officer of the Partnership for Urban Mobility
- "https://stavbycyklo.cz/" CYCLING VISION 2030. A unique map of parallel transport network is being created in the Czech Republic – Pavel Čížek, Transport Commission of the Association of Regions of the Czech Republic
- Low-Emission Public Transport. Theory and Practice from a Medium-sized City – Aleš Kratina, Department of Transport, Třebíč
- Smart Parking, Sectional Speed Measurement – Ing. Jan Hlaváček, ČD – Telematika, a.s.
- How to do Logistics Smartly and Economically? – Jiří Štrupl, Cargo-Bajkeři
- Shared Fleet for Cities, Organisations and Companies – Ondřej Beránek, ŠKODA AUTO DigiLab, s.r.o.
- Student Carsharing – Kateřina Severová, Jiří Gutwirth, Uniqway
- Why do Czechs Love Public Transport? What Can We Do to Keep it that Way? – Jan Barchánek, Association of Transport Enterprises of the Czech Republic
- Vít Branda Award – a Slightly Different Competition Show. What Does It Have in Common with the 10,000 Steps Challenge? – Jitka Vrtalová, Partnership for Urban Mobility



The project was implemented with the financial support of the Capital City of Prague.



It was also possible to attend lectures focused on interesting topics during the exhibition, which were intended for both professionals (Thursday, Friday) and the general public (at the weekend). The exhibition also included accessories, services, applications and legislation related to alternative vehicle propulsion. There was also the CLEAN MOBILITY conference, which took place on the first day of the trade fair and was aimed at the professional public. The second day was then dedicated to the ENERGO SUMMIT conference, which was intended also for professionals.

Visitors coming to see the e-SALON Trade Fair expositions were able to test the unique car models for themselves. Almost every car manufacturing company had test drives at the PVA EXPO PRAGUE Exhibition Centre this year. For those interested, registration was prepared, where they could choose from the presented brands and sign up for a test drive - more than 25 cars of various brands were available for lending – in total, 1528 test drives took place. Visitors could also test electric motorbikes, electric bikes and other electric vehicles during the event.

Meeting the stars

Entertainment for the general public, especially for families with children, was prepared also by the co-organiser of the event – Prima TV. There was no shortage of familiar faces from the Prima TV screen – this time the trade fair visitors could see the actors of the Slunečná series, whom visitors could meet on Friday, Saturday and Sunday at the autograph session, always in the afternoon directly at the PVA Exhibition Centre and they could receive their autograph and take it home.



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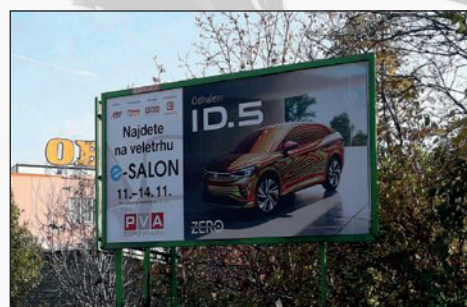
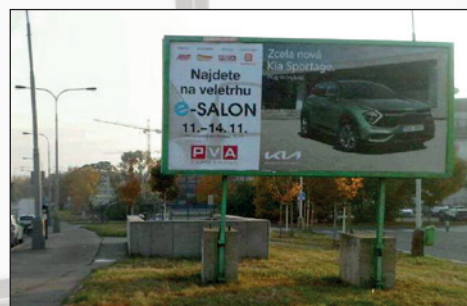
TEST DRIVE PARTNERS



MEDIA PARTNERS

Czech Radio "Radiožurnál", HYBRID.CZ, Driver's Portal, Tim – Tourist Information Magazine, KAM po Česku publishing house, Electric bike action magazine, ENERGETIKA, Energie 21, Průmyslová ekologie.cz, elektrickévozy, Flotila, autonaelektřinu.cz, TESLACZECH, Moderní obec, Komuálniekologie.cz, Dopravní noviny, Volty.cz, Odpady, Cysnews.cz, fDrive.cz, Business Car, IOT-NETWORK NEWS, ekolist.cz, informuji.cz, EW-NETWORK NEWS, Transport a Logistika, FCC PUBLIC, ICT-NETWORK NEWS, hyperinzerce.cz, katalog-automobilů.cz, kudyznudy.cz, PRÁVO, DAB Praha Radio, PRAHA TV, EkologickáAuta.cz

OUTDOOR PRESENTATION:



MEDIA

Outdoor: billboards on main roads in Prague and Brno

Events: accompanying programmes, competitions, conferences, social evening, presentations within the framework of the events, PRIMA TV

Dailies and professional press: AUTO PROFÍ, E15 Magazín, METRO MOTOR, Svět motorů, Sport daily and REFLEX, Dopravní noviny, Transport a Logistika, Moderní obec, Energie 21, ODPADY, FLOTILA, VOLTY, AUTOMakers, Energetika, Elektro, Business Car, Auto4Drive

Radio: Hitrádio Černá Hora, Blaník Praha, Blaník Střední Čechy, Hitrádio City, Fajn Radio, Rock Radio, Expres FM, Classic PRAHA

Television: PRIMA TV (Prima, Prima Cool, Prima Zoom) – massive media campaign (sponsor messages); AUTO-SALON programme (PP news, sponsor messages, competition), TOP Star (competitions), online spots (video spots focused on electromobility) in the studio

Internet: hybrid.cz, portalridice.cz, czech-tim.cz, ekologickaauta.cz, kampoescu.cz, electricbikeaction.cz, casopisenergetika.cz, energie21.cz, prumyslovaekologie.cz, elektrickevozy.cz, e-flotila.cz, autonaelektro.cz, teslaczech.com, moderniobec.cz, komunalniekologie.cz, dnoviny.cz, volty.cz, odpady-online.cz, cysnews.cz, fdrive.cz, business-car.cz, cz.iot-nn.com, ekolist.cz, informuji.cz, ew-nn.com, transport-logistika.cz, www.odbornecasopisy.cz, ict-nn.com, hyperinzerce.cz, autobazar.hyperinzerce.cz, kudyznudy.cz, pravo.cz, portal.rozhlas.cz, prahatv.eu

Direct mail: Targeted distribution of invitations and information on trade fairs to wide databases of the organiser and cooperating companies - circular within the framework of partner newsletters

Promotion: Promotion within the framework of car wrapping with invitations to the e-SALON Trade Fair.

PPC: Targeted online campaign within the framework of the Internet-based advertising space of Facebook, Google, Seznam

EXAMPLE OF ADVERTISEMENT IN PRINTED MEDIA



HOW IS THE 3RD E-SALON 2021 TRADE FAIR EDITION EVALUATED BY EXHIBITORS?

„Thank you for your excellent and exemplary cooperation. As far as our company is concerned, e-SALON 2021 was literally at the last minute for us – given the current covid-19 infection numbers..“

Ing. Pavel Lux, PR, Marketing & Media, Pražská energetika, a.s.

„Cooperation with you was very pleasant as always, thank you very much! Thank you also for the statistics. We are glad that the fair could take place even under such complicated conditions and we all will hope that the next year's fair edition will already be really 'standard' without any epidemic restrictions.“

Karolína Černá, Event Specialist, Kia Czech s.r.o.

„We are still going through the evaluation of the whole event these days, and therefore I do not have a final opinion yet. However, according to the reactions of the management and colleagues on site, everyone was satisfied. Perhaps the only thing that came to my mind in the context of the exhibitors was the question why other brands such as Mercedes, BMW, Volvo, etc. are not participating in the fair. If there was a wider representation, it would certainly be more interesting for visitors. In the future, I might also consider professional content for the public or eco-educational activities for children. Anyway, I would like to thank you for your helpful and flexible communication and organisational support throughout the event. Thank you very much!“

Pavčina Musilová, Volkswagen Passenger Cars Marketing, Porsche Česká republika s.r.o.

„Thank you for a well-prepared fair, just like last time we really liked it and we have had positive feedback. We look forward to further cooperation.“

Helena Švejdová, Mobility Services Projekt Manager, E.ON Energie, a.s.

„I would like to use this way to thank you for the opportunity to give my presentation at e-SALON 2021. I hope that the information I provided to the audience was beneficial. As far as I am concerned, I would like to say that the level of the e-SALON event is on the rise. I have enjoyed it very much. I was intrigued by some of the exhibits and enjoyed meeting a lot of well-known EV drivers over time. As we also organise conferences and meetings of electro-mobilists, I know that not everything always works out and especially in the covid times

everything is done to the extreme and sometimes at the last minute. However, from a visitor's point of view, I did not notice any insufficiencies, shortcomings, irregularities... Perhaps from the point of view of the organisers you know of something that was not quite to your liking. From the visitor's point of view, however, e-SALON 2021 was perfect.“

Mirek Matyáš, malá-elektromobilita.cz

„For us everything was successful and it even looks that a few cars will be sold :). What a pity that more brands did not participate. The show was well prepared, although I could imagine more interest in adherence to the rules related to covid-19 limitations in general. Unfortunately, it ended up with a few cases that I know of. We are working on some new projects and if it works out, we will be very glad to participate next year on a larger scale than this year. Have a great time and thanks once more again for the excellent cooperation.“

Marek Vodička, Marketing & PR Manager, M Motors CZ s.r.o.

„As I personally announced to you already at the Prague Exhibition Centre – I used to go to Munich (eCarTec) for these experiences. I told you that the morning before the conference, which was very good in my opinion. The only downside was that there were a number of interesting parallel presentations and panels at the same time, which were impossible to catch – but from the recording I then watched the panel with the participation of Moneta – the issue of operating an electrified fleet – this should be seen in all companies, very inspiring and presented in a very understandable language. Otherwise, you had a very tastefully mixed conference, I knew and had fun with many people, but I met many new people for the first time. With Mr Staněk, who spoke before me, we agreed to film something from CDV on electromobility in February. As far as the car manufacturing companies were concerned, I was delighted – in a number of cases I lingered for a very long time. Personally, I'm very curious to see how the Dacia Spring performs, for me a big disappointment in the handling of a vehicle costing about CZK 500,000, when I compare it with what Škoda offered 2 years ago (eCitigo)... but we'll see. If I look at the monitoring and media coverage, I give you the definite best mark for what you have shown and in the context of the above!“

„Have a great day and I look forward to the next edition in 2022!“

Ing. Lukáš Kadula, Researcher, Transport Research Centre, v. v. i.



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WE INVITE YOU TO THE NEXT YEAR'S EDITION

e-SALON

4TH TRADE FAIR FOR CLEAN MOBILITY

10-13 Nov 2022

WWW.e-SALON.CZ