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e-SALON

TRADE FAIR FOR CLEAN MOBILITY | 9-12 November 2023

FINAL REPORT

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

TRADE FAIR PARTNER

Autosalon

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THE FIFTH EDITION OF THE TRADE FAIR FOR CLEAN MOBILITY “E-SALON” IN LETŇANY WAS VISITED BY MORE THAN 23,000 PEOPLE

The e-SALON Trade Fair for Clean Mobility, which took place from 9 to 12 November at the PVA EXPO PRAGUE Exhibition Centre, showed a growing interest of the public in sustainable mobility. The fifth edition of one of the most important Central European events of this sector was visited by 23,042 visitors from among the professional and general public. The official vehicles of this unique event were FORD cars.



BASIC STATISTICAL DATA OF THE E-SALON 2023 TRADE FAIR

Total number of exhibitors:..... 109
 Number of foreign exhibitors:..... 3
 Number of visitors: 23,042

Number of countries: 2
 Gross exhibition area: 20,800 m²
 Net exhibition area:..... 12,150 m²

Number of accredited journalists: 145
 Number of test drives: 2,228
 Number of persons transported:..... 3,038

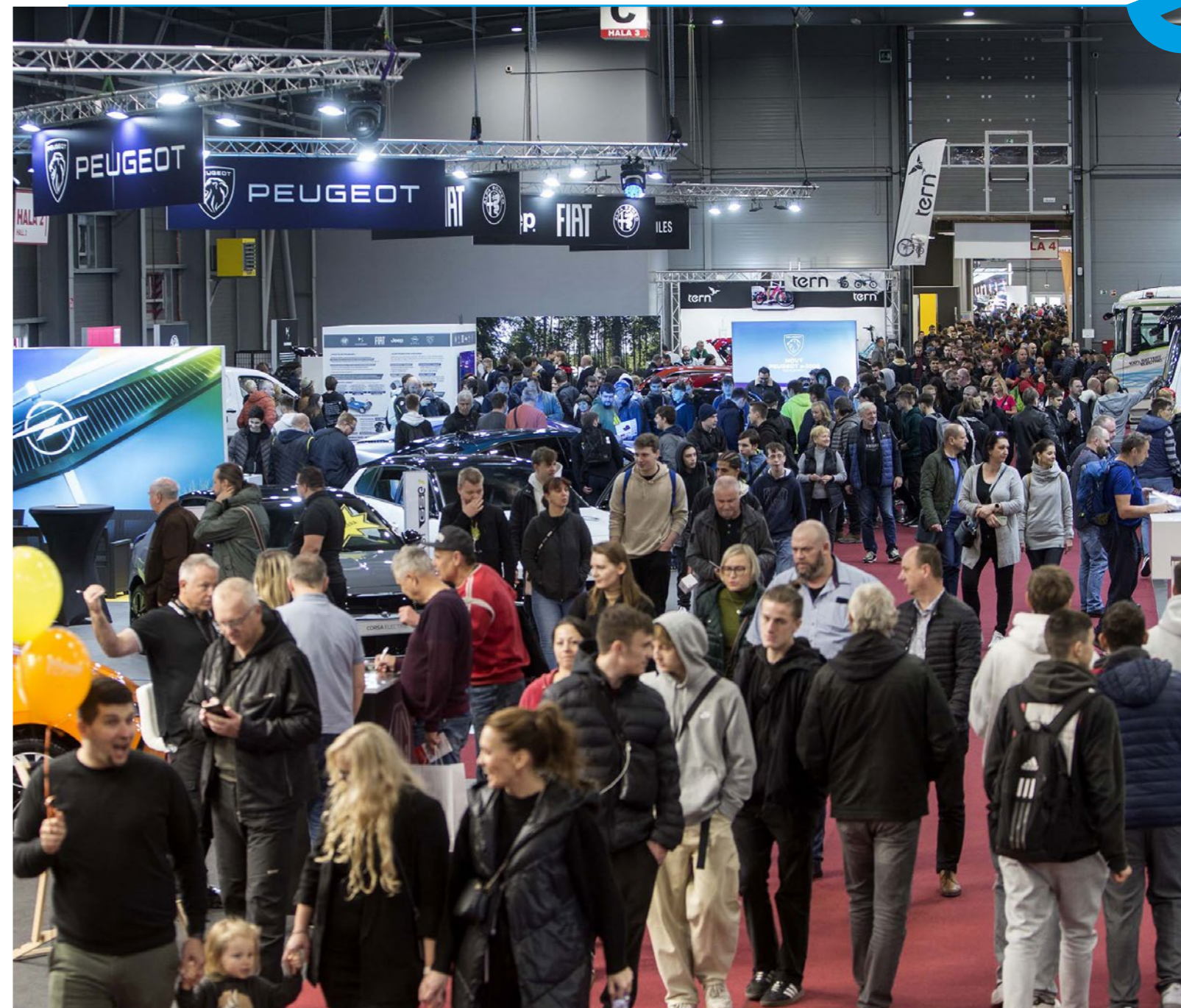


TRENDS IN ELECTROMOBILITY, SATISFIED VISITORS AS WELL AS FUN FOR THE WHOLE FAMILIES

The fifth edition of the e-SALON Trade Fair was the richest in its history in terms of the number of exhibits and brands and attracted a huge interest from both visitors and the media. A dozen electric vehicles made their national debut there, there were also hybrid and other environment-friendly vehicles and means of transport on display, complemented by battery charging technologies and exhibits related to electromobility and its infrastructure. The event area was 21,000 square metres and served for presentation of 109 exhibitors, introduction of 226 vehicles across global brands and approximately the same number of electric scooters, electric bikes and other environment-friendly vehicles which were on display at the event.

Even two major national premieres were brought to the e-SALON event by Škoda Auto, a well-known domestic carmaker, which presented its latest innovations. These were the new-generation Kodiaq iV and Superb iV vehicles. Kodiaq, perceived as a symbol of versatility and innovations, has already won the hearts of more than eight hundred thousand customers on sixty markets worldwide and collected a number of prestigious awards. The new generation of the Škoda Superb model will soon begin to write the next chapter in the success story of this iconic car. Visitors could see both these cars in the iV version with a plug-in hybrid drive.

For example, Volkswagen showed its models including the ID.7 model, Cupra showed the Tavascan model.



EXCLUSIVE NATIONAL PREMIERES

Within the framework of the Trade Fair for Clean Mobility, models of world brands were presented at the PVA EXPO PRAGUE Exhibition Centre, many of them in their national premieres.

Peugeot brought the symbol of the brand's new era to Letňany – the Peugeot Inception Concept – just ten months after its international premiere and eight months after its first European presentation. It uses the new STLA Large electric vehicle platform, which gives it a range of up to 800 kilometres. Thanks to this development, it has the power to change the public awareness of electric vehicles in terms of their range. The other five series production models of this brand, including the current e-2008 and 508 PSE innovations, were accompanying it on the stand at the Exhibition Centre.

The DS brand displayed all its models, namely the plug-in hybrid DS 4 E-TENSE, the DS 7 E-TENSE (in the limited ESPRIT DE VOYAGE collection), the DS 9 E-TENSE flagship and the new DS 3 E-TENSE model. The DS brand was also available to those interested for test drives. There were also unmissable models from such brands as Opel, Alfa Romeo, Jeep and Fiat.



The Renault car maker stand offered also a big attraction which was on display there. For the first time in the Czech Republic, the new Scenic E-Tech 100% electric model was presented, which had its world premiere at the Munich Motor Show in September 2023. The second premiere of the brand was the new Espace E-Tech full hybrid 200k, presented for the first time in Letňany.

The Dacia brand impressed visitors with its innovation “Jogger Hybrid 140”, which becomes a unique vehicle on the market.

A total of five models were presented in Letňany by the Kia car manufacturing company, which showed visitors the Kia Sportage HEV, Kia Niro EV, Kia EV6, Kia EV6 GT and in the national premiere it presented the Kia EV9 model of the largest electric SUV.

There were also unmissable models from MG, Mitsubishi and many other companies. Among the importers, Tesla and Ford were also presented and impressed the audience very much.



E-trucks from such brands as Daimler Truck, Volvo and Scania were presented at this year's trade fair as well.

The electric van "IVECO DAILY Electric" and the CARGO e-bikes were also on display in Letňany.

The regular icing on the cake was the opportunity to see vehicles presented by DONGFENG, American LUCID Motors or NIO of Chinese production.



The e-SALON trade fair, co-organised by Prima TV, presented also the product range of a number of manufacturers of charging stations, energy suppliers, manufacturers of handling technology and municipal equipment and offered an attractive programme to visitors as well.

The halls were used also for an exhibition of electric forklift loaders and excavators from First Green Industries, HELI and Bobcat, NanoSun solar technology, ALUKOV car ports or charging stations from such companies as ELEXIM, Phoenix Contact, Sectron, Olife Energy, Siemens and others.

Electric scooters were also available for testing by visitors in the Hall No. 5B.

The Exhibition Hall No. 1 was dedicated to test drives of electric vehicles with a fleet of 55 cars, thanks also to the test drive partners, the VOLTDRIVE and CAR MNGMT companies.



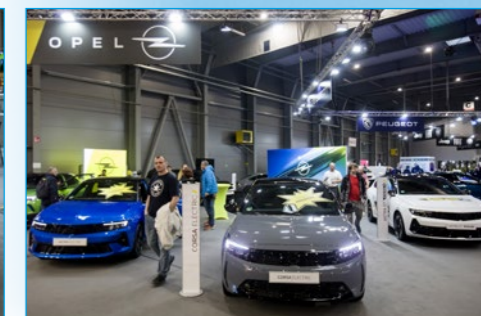


And who took care of the accompanying programme? The SOLOOTIONS agency from the Prima Group provided not only a relaxation zone and other entertainment opportunities, but also the possibility of a meeting on site with the presenters of CNN Prima NEWS as well as the protagonists of the flagship ZOO TV series.

The big premiere was the PHOENIX CONTACT Czech Trophy competition in ecoRally, which was held on 10 and 11 November and featured alternative types of propulsion.

Visitors to the e-SALON Trade Fair could traditionally enjoy test drives personally in Letňany. The Exhibition Hall No. 1 was dedicated to test drives of electric vehicles with a fleet of 55 cars, thanks also to the test drive partners, the VOLTDRIVE and CAR MNGMT companies.

A registration area was set up for those interested, where they could choose from the presented car brands and sign up for a test drive – nearly 60 cars were available for rent across brands – a total of 2,228 drives were held, with more than 3,000 visitors experiencing the comfort of an electric vehicle.



5TH EDITION OF THE SPECIALISED CLEAN MOBILITY CONFERENCE

On the first day of the trade fair, the 5th edition of the CLEAN MOBILITY specialised conference for experts was held for the professional public, with the carVertical company as the general partner.

SESSION I (13.00–14.00)

TRANSFORMATION OF THE AUTOMOTIVE INDUSTRY TOWARDS ELECTROMOBILITY (situation in the Czech Republic)

Moderator – Jan Blažek, Autoblogger/Echo Media

Discussion panel:

Jakub Šebesta, Brand Manager, Volkswagen Passenger Cars CZE

Arnošt Barna, Chief Executive Officer, KIA Czech

Tomáš Dzurilla, ČEZ Electromobility Department Director

Topics:

Current state of the automotive industry

Preferences of European customers

Chinese competition and the European market/customer. Has Europe shot itself in the foot?

How are energy prices affecting people's interest in electromobility?

What do you think about the Euro7 standard?

In your opinion, are these and similar decisions generated by really competent people (in the EU/EC terms)?

Do you consider the ban on the sale of internal combustion engines from 2035 to be final? Will there not be any review of this decision? In the future, will mobility not be for selected social classes only? How is it perceived by an average European citizen?

When do you think the secondary market for used electric cars will be saturated enough to generate really interesting used cars for ordinary people?

How do you assess the development of the infrastructure in the Czech Republic? Is it fast/slow/satisfactory, what are the standard habits of users, etc.? What would you personally do today to convince your friends to switch to electromobility? Should they take the step now, or should they wait?

Would any support for electromobility help the market, and what kind of support? Is there even the political will for them?

An estimate of the development of (electro)mobility in the Czech Republic in the next five years (prices, model portfolios, market mix, customer preferences...)



SESSION II (14.00–14.45)

BARRIERS TO THE DEVELOPMENT OF ELECTROMOBILITY

Moderator – Jan Řiha, Autosalon TV Prima

Discussion panel:

Petr Hladík, Minister of the Environment, Ministry of the Environment of the Czech Republic

Eduard Muřický, Senior Director of the Economic Section, Ministry of Industry and Trade of the Czech Republic

Jan Bezděkovský, Clean Mobility Officer authorised by the Minister of Transport, Ministry of Transport of the Czech Republic

Lukáš Hataš, Director of the Association for Electromobility of the Czech Republic

Topics:

Barriers to future development of electromobility in the Czech Republic

Poor infrastructure, Long waiting times, etc.

SESSION III (14.50–15:10)

SPECIFICS OF THE USED ELECTRIC VEHICLE MARKET

Matas Buzelis, Head of Communications, carVertical

Purchase/sale of used electric cars and what to look out for when buying them

SESSION IV (15:10–15:45)

WE ARE BUYING A SECOND-HAND ELECTRIC CAR

Moderator – Jan Řiha, Autosalon TV Prima

Discussion panel:

Ondřej Bačina, TESLACEK.TV

Jan Staněk, Electro Dad

Jiří Zima, Expert Journalist specialised in Electromobility

SESSION V (15:45–16:20)

HOW DO ELECTRIC CARS BURN?

Moderator – Jan Řiha, Autosalon TV Prima

Discussion panel:

Pavel Hrzina, Department of Electrical Engineering, CTU

Jaroslav Kepka, Head of the Department of Environmental Policy and Strategies, Ministry of the Environment of the Czech Republic



MEDIA

Outdoor: billboards on main roads in Prague, advertising on mass urban transportation vehicles in Prague

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

Dailies and professional press: Advertisements in daily newspapers, professional titles and on the websites of media partners

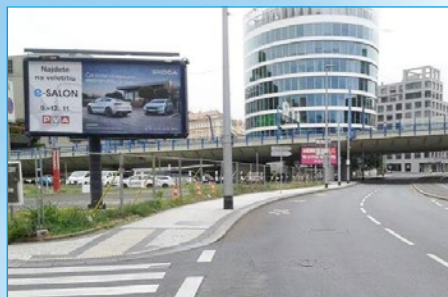
Radio: DUHOVÁ 7 Prague and Central Bohemia (Blaník Prague, Blaník Central Bohemia, Rock rádio Prague and Central Bohemia, Hitrádio City 93,7 FM, Fajn rádio Prague and Central Bohemia, Expres FM, Classic Prague)

RADIO UNITED PRAGUE AND CENTRAL BOHEMIA – CREATIVE (Kiss Prague and Central Bohemia, Beat Prague and Central Bohemia, Country Prague and Central Bohemia, Signál Rádio Prague and Central Bohemia, Radio 1, Spin Rádio Prague)

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

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

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



OUTDOOR PRESENTATION – BILLBOARDS



BILLBOARDS (TRADE FAIR + EXHIBITOR)



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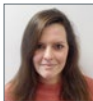
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WE INVITE YOU TO THE NEXT YEAR'S EDITION

e-SALON

6TH TRADE FAIR FOR CLEAN MOBILITY

7-10 November 2024

WWW.e-SALON.CZ