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e-SALON

TRADE FAIR FOR CLEAN MOBILITY | 7-10 November 2024

FINAL REPORT

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

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THE e-SALON 2024 TRADE FAIR ATTRACTED ALMOST 27,000 VISITORS TO LETŇANY

The e-SALON Trade Fair for Clean Mobility, Technologies and Solutions for E-Mobility is the most important event in this sector held in the Czech Republic, and its sixth edition enjoyed a great deal of public interest. It was attended by 26,657 visitors arriving from 7 to 10 November. PKV Build s.r.o. is the partner of the PVA EXPO PRAHA event for the energy sector.



With the rapid electro-mobility development, the question of how to ensure the cheapest possible electricity in the most efficient way is coming to the core of the attention – electro-mobility makes the most sense if the energy comes from our own, ideally renewable, resources. PKV, an energy advisory company, represents just this way of thinking and at this year's e-SALON it was presenting available possibilities to companies as well as to public authority representatives. Martin Kupka, Minister of Transport of the Czech Republic, was on hand to ask how Enmon was able to measure their stand's consumption and carbon footprint with their on-site software.

BASIC STATISTICAL DATA OF THE E-SALON 2024 TRADE FAIR

Total number of exhibitors:	115	Gross exhibition area:	23,650 m ²	Number of accredited journalists:	174
Number of foreign exhibitors:	0	Net exhibition area:	15,370 m ²	Number of test drives:	2,443
Number of countries:	1	Number of visitors:	26,657	Number of persons transported:	3,470



EXCLUSIVE NATIONAL PREMIERES OF e-VEHICLES

Nearly 400 electric vehicles from world brands were on display in the six exhibition halls of the PVA EXPO PRAGUE Exhibition Centre, including exclusive Czech premieres, the latest technologies, an accompanying programme and the opportunity for test drives.

The e-SALON Trade Fair is a traditional venue for national premieres of many models, and this year's edition also allowed those interested to meet many of the world's electric vehicles for the first time. For example, the Elroq from Škoda Auto, which was presented to the world for the first time at the beginning of October. The Volkswagen brand offered the Czech premiere of the Tayron plug-in hybrid model from the passenger car section and there were also other eHybrid models – the Tiguan and Passat. An integral part of the exhibition were also pure electric cars "ID.7 Tourer" and modernised ID.3 vehicles. Concerning commercial vehicles and utility vans, the Czech premiere of the ID.Buzz GTX and Californie eHybrid 4MOTION models was not missing either. The Kia brand presented its EV3 trump card and other new products for the next year in the Czech premiere.



EXCLUSIVE NATIONAL PREMIERES OF e-VEHICLES

The luxury brand “Alpine” has launched the ALPINE A290 model with which it enters a new era of sporty electric cars. The main attraction from Mitsubishi at the exhibition was the brand-new Outlander 4x4.

Two major SUV innovations were presented by Opel, namely the Grandland – a high-end SUV and the Frontera – an attractive and practical mid-range SUV. Hyundai presented, for example, the IONIQ 5N, Audi showed its Q6 e-tron and CUPRA showed the Terramar model. Renault launched its Renault 5 E-tech model.

Ford presented the iconic Capri model returning as an electric SUV vehicle while there were Cybertrucks from Tesla on display at various stands.



Not only stellar passenger electric vehicles: e-SALON brought also the largest exposition of trucks and commercial e-vehicles, the presentations of which visitors could see in Hall 5. Visitors could find there such brands as Daimler (Mercedes Benz), Volvo Trucks, Renault Trucks, Tatra, Nextem, Goupil, IVECO and others. The Volvo Trucks stand featured the Volvo FH Aero Electric. The introduction of the new Tatra Force e-Drive series vehicle with a hybrid drive was noteworthy as well.

In the section of municipal and commercial vehicles, new products from SIMED, I-TEC Czech, Univer Mobility, Alfa Profi, TPCI, Eco Cars, Profigrass, etc. were presented. Agricultural technology from Synpro was also on display.

Club Car Urban electric commercial vehicles were presented in Hall 5 as well. Thanks to the homologation for road use, these vehicles are particularly suitable for the public sector, technical services, logistic and production sites or for hotels, resorts and amusement parks.

In addition to lorries, utility, commercial vehicles and municipal e-trucks, Hall 5 offered also other attractions, such as the mobile self-service photovoltaic sauna "PIXXLA" powered by a hi-tech battery container, electric forklift loaders and excavators and solar NanoSun technologies.



WHAT OTHER MATTERS OF INTEREST DID THE e-SALON PRESENT?

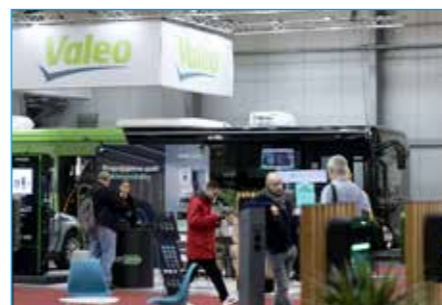
The show of electric vehicles was also complemented by newcomers who presented themselves for the first time at the e-SALON event. Among them, for example, electric cars from Alpine, Volvo, SsangYong, BYD, Nio, Mhero or Voyah.



The premises of Hall 2 were used to present exhibits and technologies related to electromobility and companies from the field of e-TECHNOLOGY.

In the hall, there were also exhibited car ports from ALUKOV or CARPORIO, as well as charging stations from ELEXIM, Sectron, Olife Energy, PRE, ČEZ, e-ON, Schneider Electric and others.

In Hall 2, there were also stands offering electric bicycles, electric scooters, e-motorcycles and other vehicles, including those suitable for people with impaired mobility.



The media partner of the trade fair was the Prima media group this year as well.

Visitors to the e-SALON Trade Fair could traditionally enjoy test drives in Letňany. Hall 1 was dedicated to test drives, during which, with the support of Voltdrive and CAR MNGMT partners, around 60 electric car models were available for visitors. In total, 2,443 test drives were held during the e-SALON.

Registration was available 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 various brands – a total of 2,443 drives were held, during which more than 3,000 visitors experienced the comfort of an electric car.

Industry professionals had an opportunity of attending the Clean Mobility Conference on the first day of the trade fair focused on the topic “New Challenges for Cities and Industry”. The lectures were delivered by prominent personalities from the sector coming from the Czech Republic and foreign countries. The content partner of this conference was the EIT Urban Mobility company. The second day of the trade fair on 8 November featured a conference entitled “Modern Technologies in Electric Transport” and also an event entitled “Automotive Industry in the EU Today and Tomorrow: Limits and Opportunities”. The CIPE (Center for International Private Enterprise) was a partner in this programme.

During the weekend, lectures were organised by the Electric Vehicle Industry Association.





6TH EDITION OF THE CLEAN MOBILITY CONFERENCE TOWARDS CLEAN MOBILITY – NEW CHALLENGES FOR CITIES AND INDUSTRY

For the professional public, the 6th edition of the CLEAN MOBILITY Conference for experts took place on the first day of the trade fair, with EIT Urban Mobility as the content partner.

9:30–9:45 INTRODUCTORY WORD, COMMENCEMENT OF THE CONFERENCE

Martin Kupka, Minister of Transport of the Czech Republic

9:45–9:55 PRESENTATION OF ELECTROMOBILITY PLATFORM REPRESENTATIVES, EIT URBAN MOBILITY AND CZECH BATTERY CLUSTER

Lukáš Folbrecht, Secretary of the E-Mobility Platform of the Czech Republic,
Traian Urban, Director of IH EAST, EIT Urban Mobility,
Jan Vejbor, Czech Battery Cluster

10:00–11:00 THE EU CLEAN MOBILITY STRATEGY AND ITS REFLECTION IN NATIONAL POLICIES – HOW TO ACHIEVE THE OBJECTIVES OF THE AFIR REGULATION

EU and national policy objectives for clean mobility, discussion of strategies and solutions needed to achieve these objectives, including technological achievements, regulatory measures and cooperation between public administrations and industry.

Panel speakers:

Šárka Heyna Fuchsová, Volvo Cars, Czech Republic
Markus Kreisel, KREISEL Electric, Austria
Pavel Štefek, PWC, Czech Republic
Katarína Kakalíková, MasterCard, Czech Republic
Moderator: **Viliam Ostatník**, CIPE, Slovakia

11:05–12:05 EXPLORING THE CUSTOMERS' JOURNEYS: ELECTRIC VEHICLE CHARGING SOLUTIONS FOR INDIVIDUALS AND FLEETS

Updating the charging comfort for customers, both personal electric vehicle users and large fleets. The discussion will concern improvements in the area of charging infrastructure and fleet management, making EV adoption easier for both individuals and fleet operators.

Panel speakers:

Natasa Obermann, Škoda Auto ČR, Czech Republic
Lenka Rychtářová, ChargeUp Business Unit Sales, Czech Republic
Łukasz Lewandowski, EV Klub Polska, Poland
Zbynek Krebs, Eleport, Croatia
Luboš Markvart, Orlen Unipetrol, Czech Republic
Moderator: **Lukáš Folbrecht**, ePlatforma.cz

12:05–13:00 LUNCH BREAK

13:00–14:00 INNOVATIVE APPROACHES TO CHARGING INFRASTRUCTURE IN URBAN ENVIRONMENTS

Innovations for the charging infrastructure in urban areas, how R&D innovation can support new approaches to the charging infrastructure in cities.

Panel speakers:

Heliodor Macko, Seak Energies, Slovakia
David Červinka, Qwello, Germany
Piotr Holubowicz, Seediacity, Poland
Michal Makúch, Agevolt Slovakia
Pavel Pokorný, Nimble Energy, Czech Republic
Moderator: **András Lőrincz**, Hungary

14:05–15:00 THE IMPACT OF LOW-EMISSION ZONES AND DECARBONISATION OF LAST-MILE DELIVERY ON THE LIGHT COMMERCIAL VEHICLE MARKET

The discussion will cover current regulatory changes, technological innovations and market adaptations which are shaping the future of urban logistics. Experts will focus on the wider implications of these measures on environmental sustainability, logistics processes and adaptation to new transport and emissions requirements in urban centres.

Panel speakers:

Martin Marek, Dodo Group, Czech Republic
Roman Růžička, Ford Motor Company, Czech Republic
Jakub Kučmáš, Opel Sales Manager, Czech Republic
Radek Janků, BattSwap, Czech Republic
Ondřej Hlaváček, Zrno Zrnko, Czech Republic
Moderator: **Toufik Dallal**, Green Brothers, Czech Republic

15:00–15:30 PRESENTATION BY THE REPRESENTATIVE OF PKV BUILD. INVITATION TO THE e-SALON ACCOMPANYING EVENTS FROM THE CZECH ASSOCIATION OF ELECTRIC VEHICLES AND CIPE CEE

Ivan Mach, PKV BUILD, Czech Republic
Viliam Ostatník, CIPE CEE, Slovakia
Lukáš Hataš, Association for Electromobility of the Czech Republic

15:30–15:40 COFFEE BREAK

15:40–17:05 OPPORTUNITIES AND CHALLENGES FOR ELECTRIC VEHICLE BATTERIES IN THE CZECH REPUBLIC AND THE CENTRAL AND EASTERN EUROPE REGION

Panel sponsored by the Czech Battery Cluster

EV battery opportunities and challenges specific for the Czech Republic and the wider Central and Eastern Europe (CEE) region, exploring technological developments, infrastructure needs, safety measures and economic impacts on the automotive industry.

Panel speakers:

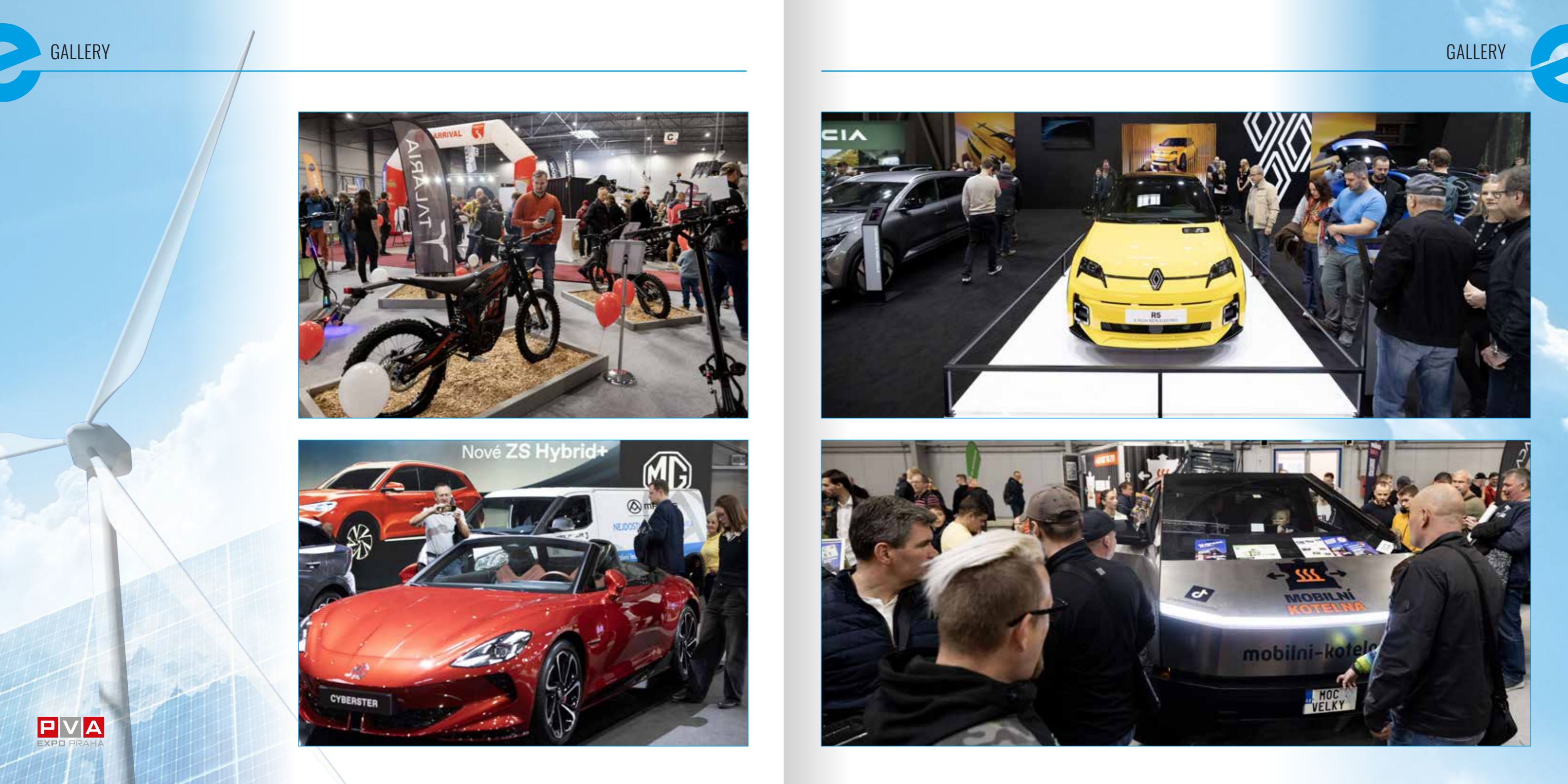
Tomáš Kazda, VUT Brno
Jakub Reiter, InoBat, Slovakia
Łukasz Lewandowski, EV Klub Polska, Poland
Jan Peter Verheuel, T-ISS BV, the Netherlands
Moderator: **Jan Vejbor**, Czech Battery Cluster, Czech Republic

17:05–17:30 BREAK

17:30–21:30 NETWORKING DINNER







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 PRIMA TV events

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

Radio: Blaník Prague and Central Bohemia, Rock Radio Prague and Central Bohemia, Hitrádio 93,7 FM, Fajn Radio, Expres FM, Classic Prague

RÁDIO United Prague and Central Bohemia – Creative, RADIO Rock Radio Prague and Central Bohemia, Western Bohemia

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 (TRADE FAIR + EXHIBITOR)



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WE INVITE YOU TO THE NEXT YEAR'S EDITION

e-SALON

7TH TRADE FAIR FOR CLEAN MOBILITY

13-16 November 2025

WWW.e-SALON.CZ

