

e-SALON

CLEAN MOBILITY FAIR



FINAL REPORT

13–16 November 2025

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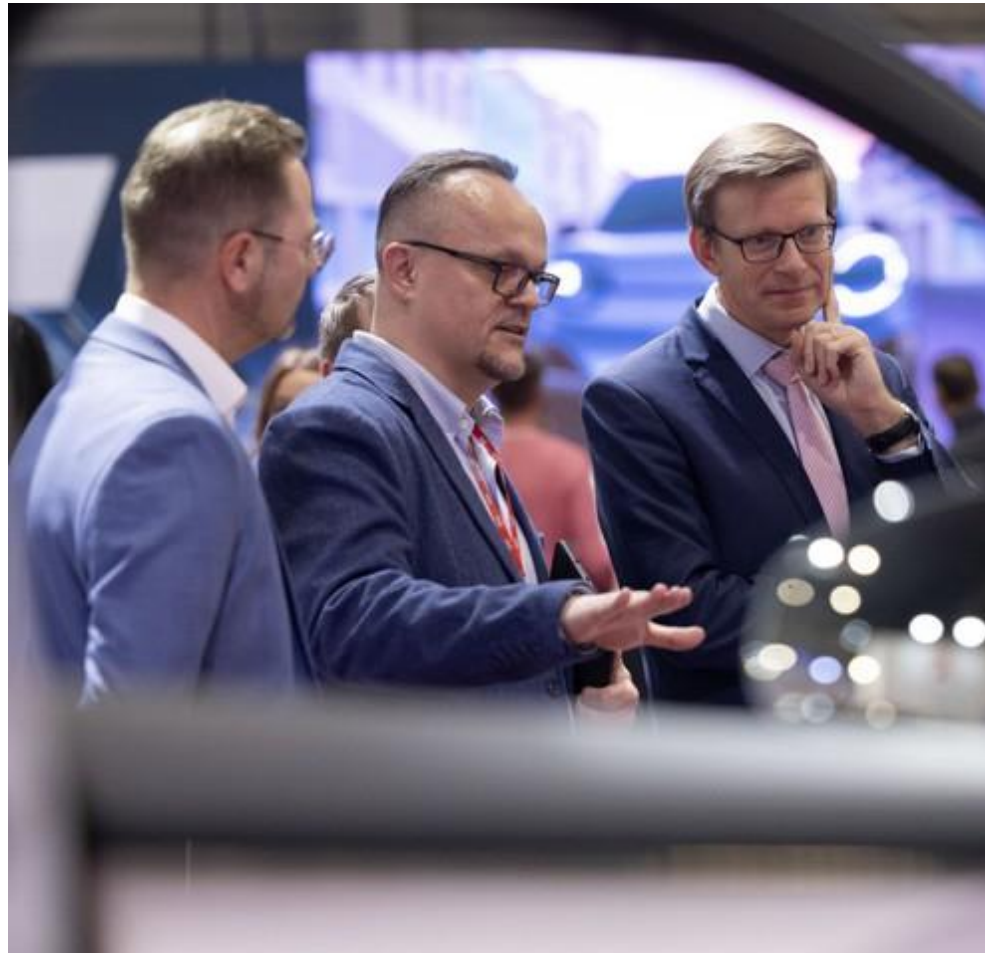


THE e-SALON 2025 TRADE FAIR ATTRACTED MORE THAN 27,000 VISITORS TO LETŇANY

The e-SALON trade fair for clean mobility, technologies and solutions for e-mobility is the most significant industry event in the Czech Republic, and its sixth edition attracted considerable public interest. Between 13 and 15 November, it welcomed 27,105 visitors. PKV Build s.r.o. is the energy partner of PVA EXPO PRAHA.



With the growth of electromobility, the question of how to secure the cheapest possible electricity as efficiently as possible is coming to the fore – after all, electromobility makes the most sense if the energy comes from one’s own, ideally renewable, sources. It is precisely this approach that is championed by PKV, an energy consultancy firm, which presented its solutions to businesses and public sector representatives at this year’s e-SALON. Transport Minister Martin Kupka even came to ask how the company uses its Enmon software to measure the energy consumption and carbon footprint of its stand on site.



KEY STATISTICS FOR THE e-SALON 2025 TRADE FAIR

Total number of exhibitors	129	Net exhibition area.....	20370 m ²	Number of passengers carried ..	3,502
Number of international exhibitors.....	5	Number of visitors	27,105	Number of test rides on e-bikes.....	726
Number of countries	6	Number of accredited journalists	169		
Gross exhibition area	27170 m ²	Number of test drives.....	2,475		





EXCLUSIVE NATIONAL PREMIERES OF E-CARS

Almost 400 electric cars from global brands were on display across the seven exhibition halls of PVA EXPO PRAHA, featuring exclusive Czech premieres, the latest technologies, a supporting programme and the opportunity for test drives.

The e-SALON trade fair was, as usual, the place where leading global brands showcased their latest models, some of which were being seen by Czech industry professionals and the general public for the very first time.

For example, **Škoda Auto** prepared an exhibition dedicated to its 130th anniversary, headlined by the Vision O design study. Visitors also saw the L&K 130, the latest student-designed car based on the Superb iV platform.

At the **VW** stand, visitors could view the all-electric ID.7 Tourer saloon with a range of up to 700 km on a single charge. The limited edition ID.3 GTX FIRE+ICE was also on display. The stand also featured commercial vehicles – the Caddy eHybrid and e-Caravelle.

Kia unveiled the all-new EV4 in two body styles and the new Kia PV5 LCV. Both models are fully electric.





EXCLUSIVE NATIONAL PREMIERES OF ELECTRIC CARS

The luxury brand **ALPINE** has ushered in a new era for the brand with the Alpine A290. It is Alpine's first 100% electric model, combining 220 hp, 300 Nm of torque and zero emissions. Alpine, once famous for its legendary A110 model, is now heading towards an electric future – it plans to launch seven electric sports cars by 2030. The A290, awarded the title of Car of the Year 2025, opens a new chapter in the Alpine Dream Garage.

DACIA unveiled its latest innovations – the new 155 hybrid system, used for the first time in the Bigster model, and the Dacia Spring Expression, which promises a range of 220 km. The brand also expanded its range of models available for test drives.

The special guest at the Dacia stand on the first day of the show was Cristina Gutiérrez, a Spanish rally driver, one of the leading female figures in the world of rallying and a member of The Dacia Sandriders racing team. She has competed in the Dakar Rally eight times, having taken part since 2017. In 2024, she became the first Spanish woman and only the second woman in history to win the overall classification in one of the categories of the famous Dakar Rally.

Renault unveiled a new era of vehicles at its stand – the Renault 4 E-Tech Electric, an electric crossover with a range of up to 400 km. The Renault 5 E-Tech Electric (Car of the Year 2025) – a city hatchback with a range of up to 400 km and fast charging, the Renault Scénic E-Tech Electric (Car of the Year 2024) – a new-generation family electric car with a range of up to 620 km. And last but not least, the Renault Rafale E-Tech 4x4 300 hp – the flagship plug-in hybrid model with a combined range of over 1,000 km, and the Renault Austral E-Tech Full Hybrid with a hybrid powertrain that ensures up to 80% of city driving is in electric mode.

The stars of the **Opel** stand were the Grandland Electric AWD with 4x4 all-wheel drive and the sporty Mokka GSE with 280 hp, both making their Czech debut. These new models were accompanied by the already well-known Frontera Electric, Frontera Hybrid and Combo Van Electric. A highlight for visitors was the racing simulator featuring the Gran Turismo 7 video game, which gave visitors an adrenaline-fuelled experience of driving the Opel Corsa GSE Vision Gran Turismo prototype.





The **Ford** stand featured almost the entire range of electric and plug-in hybrid models. The spotlight was on the new Puma Gen-E, with the Ford Ranger PHEV as the second star.

Hyundai brought the IONIQ 9 and INSTER, whilst **Nissan** showcased the all-new Nissan MICRA and other models.

Volvo attracted attention with its new ES90 model, and its stand featured the full range of electric cars – the EX90, EX40, EC40 and EX30CC.

One of the highlights of this year's event was the all-new **Mitsubishi** Grandis, a family car.





Attractive displays of e-trucks and commercial vehicles were presented by Daimler (Mercedes-Benz), MAN and IVECO. Tatra unveiled its new Tatra Force e-Drive BEV 8x8 electric vehicle, featuring a traction motor and batteries.

In the municipal and commercial vehicle section, new models were presented by Univer Mobility, Alfa Profi, TPCI, Synpro, Eurogreen and I-TEC Czech. This year, visitors were also able to view the FARIZON brand.





The electric vehicle showcase was further complemented by newcomers to the fair, who were exhibiting at e-SALON for the first time. These included electric vehicles from brands such as **BYD, Hongqi, ZEEKR, XPENG, Lync&Co, LEAP and RIDDARA.**

One of the largest stands among the Asian brands was that of BYD, located in Hall 2D. Thanks to its own production of Blade batteries and innovative plug-in hybrid technology, the company presented a portfolio of vehicles at the fair – such as the Seal 5 DM-i, Seal 6 DM-i TOURING, Seal U DM-i, Seal and Sealion 7 models, which combine performance, efficiency and modern design. The BYD Dolphin Surf urban electric car made its exhibition debut here, the ideal companion for city driving.

Car manufacturer XPENG made its debut at e-SALON 2025, showcasing in particular the G6 sports SUV coupé and the G9 premium SUV – the brand’s flagship model. Both models can be charged from 10% to 80% in under 20 minutes. **The luxury brand Hongqi** attracted attention with its electric models, the EH7, EHS7 and the majestic E-HS9 SUV.

The RIDDARA RD6 – the first official all-electric pick-up in the Czech Republic, part of the Geely Group – offers power outputs of 200 kW–315 kW, available in RWD or 4x4 configurations, and a towing capacity of 3,000 kg. It is the ideal vehicle for both work and leisure.

The portfolio of brands presenting at the fair for the umpteenth time traditionally included **Dongfeng, Voyah** and **Mhero.** **Dongfeng** showcased the Box, the sporty S7, the spacious U-Tour V9 van and the premium off-road **Mhero.** **Voyah** brought the elegant Dream and Passion models, as well as the updated Free Rev 318. **KGM** (formerly SsangYong) – a Korean specialist – presented the Torres hybrid family car at the fair.





Hall 2 was used to showcase exhibits and technologies related to electromobility and companies from the **e-TECHNOLOGY** sector.

In addition to electric vehicle models, PVA EXPO PRAHA also showcased innovations in the charging systems sector; for example, SECTRON presented OlifeEnergy chargers and their innovative solutions for smart charging. The Czech company Auto-charge demonstrated its own solution for managing charging networks, whilst Valeo presented the future of autonomous driving.

The hall also featured carports from **CARPORIO**, as well as charging stations from **ELEXIM, Sectron, Olife Energy, PRE, e-ON, Schneider Electric** and others.

Hall 2 once again featured exhibits showcasing e-bikes, e-scooters, e-motorbikes and other vehicles, including those suitable for people with reduced mobility.





The TV Prima media group was once again the media partner for the show this year.

As is traditional, visitors to the e-SALON trade fair in Letňany were able to enjoy test drives. Hall 1 was dedicated to test drives, during which, with the support of partners Voltdrive and **CAR MNGMT**, more than 60 electric vehicle models were available to visitors. A total of 2,475 test drives took place during e-SALON.

A registration desk was set up for those interested, where they could choose from the car brands on display and sign up for a test drive – nearly 60 vehicles across various brands were available for hire – a total of 2,475 test drives took place, during which more than 3,000 visitors experienced the comfort of an electric car.

On the first day of the fair, industry professionals were able to attend the Clean Mobility conference on the theme of New Challenges for Cities and Industry. The lectures featured prominent figures from the Czech Republic as well as international speakers. The content partner for this conference was **EIT Urban Mobility**. On the second day of the fair, 8 November, the conference 'Modern Technologies in Electric Transport' took place, as well as an event entitled 'The Automotive Industry in the EU Today and Tomorrow: Limits and Opportunities'. The partner for this programme was CIPE (Center for International Private Enterprise).

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





7. CLEAN MOBILITY CONFERENCE – THE PATH TOWARDS CLEAN MOBILITY: NEW CHALLENGES FOR CITIES AND INDUSTRY

On the first day of the trade fair, the 7th annual CLEAN MOBILITY conference for professionals took place, with EIT Urban Mobility as its content partner and EnviTrail, AgeVolt and Codibly as Silver Partners. The professional partners were: the Electric Mobility Platform and the Czech Battery Cluster.



9:30–9:40 CONFERENCE OPENING, WELCOME AND OPENING REMARKS

9:40–9:55 SPEECH BY MARTIN KUPKA, MINISTER OF TRANSPORT

10:00–10:10 CITIES ON THE MOVE: THE REVOLUTION IN EUROPEAN E-MOBILITY

Panelists:
Aaron Fishbone, Director of Public Policy, GreenWay Karolína
Toplová, CEO of AURES Holdings

10:10–10:50 CITIES ON THE MOVE: THE REVOLUTION IN EUROPEAN E-MOBILITY

A panel discussion on the strategies that cities and towns are using to transition to sustainable transport. The opening part of the discussion will present key policies and successful examples from European countries.

Moderator: **Toufik Dallal**, Partner, Green Brother
 Panelists:
Johannes Hasibar, Senior Analyst, AustriaTech
Judith Hayton, Head of Transport Strategy and Planning, Transport for London
Tamás Tóth-Báló, Acting Chief Operating Officer, eMobility Solutions
Ignac Završnik, CEO, Slovenian Electric Mobility Association

10:50–11:05 COFFEE BREAK

11:05–12:05 OPTIMISING ELECTRIC VEHICLE FLEETS: EXPERIENCES AND ADVANCED SOLUTIONS

The panel will focus on the effective management of growing electric vehicle fleets, a comprehensive approach to energy management, improving the user experience, and key aspects of smart charging. It will also include a presentation of V2G (Vehicle-to-Grid) projects.

Moderator: **Tomáš Dzurilla**, electric mobility expert
 Panelists:
Petar Georgiev, Vice-President for Corporate Affairs and Sustainability, AMPECO
Tomáš Kadeřábek, Consultant, ARVAL
Lukáš Ferkl, CEO, ENVITRAIL
Aron Lazarchick, Partner in Electromobility and Energy, Codibly
Michal Makúch, Head of Global Initiatives, Agevolt
Markéta Marečková, ESG Manager, SKB Group



12:05–13:00 ELECTRIFICATION OF FREIGHT TRANSPORT AND BUSES

The electrification of heavy transport represents a key step towards meeting climate commitments and modernising vehicle fleets. The panel will focus on the strategic and operational aspects of the transition to electric propulsion for freight vehicles and electric buses in urban transport

Moderator: **Juraj Majera**, member of the mobility expert group, VAIA

Panellists:

Radek Chobot, Sales Manager, Arriva CZ

Jaroslav Kepka, Head of the Department of Environmental Policy and Strategy, Ministry of the Environment **Zuzanna**

Laskowska, Distribution Sales Manager, Ekoenergetyka

Vojtěch Loucký, Business Development Manager, Kempower **Zoltan**

Sipos, Managing Director, Elektrobus

13:00–14:00 LUNCH BREAK

14:00–14:55 BATTERIES AND THEIR ECOSYSTEM – OPTIONS FOR FURTHER USE AND RECYCLING

(Panel in collaboration with the Czech Battery Cluster)

Batteries are at the heart of the electric mobility revolution and represent a key element in the transition to a zero-emission economy. This panel will address the latest technological advances in battery development, including scientific and technical innovations that are transforming the automotive and energy industries.

Moderator: **Jan Vejbor**, Executive Director, Czech Battery Cluster Panellists:

Tomáš Kazda, Chairman of the Board, Czech Battery Cluster

Bozorg Khanbaei, Executive Director, BEPA

Nikolaus Mayerhofer, Founder and Technical Director, AVILOO **Jan**

Michal, Managing Director, CzechInvest

Magda Zemanová, Head of the Automotive and Batteries Division, Bilfinger

Phase 2 – Urban Solutions

14:00–15:00 STRATEGIES FOR THE DEVELOPMENT OF CHARGING INFRASTRUCTURE IN CZECH AND SLOVAKIAN CITIES

Experts will discuss the current state of charging infrastructure development in Czech and Slovak cities, medium- and long-term strategies, as well as plans for urban hubs within national strategies.

Moderator: **Traian Urban**, Director, EIT Urban Mobility Innovation Hub East Panellists:

Petr Beneš, Head of the Electromobility Department, Teplárny Brno

Jaromír Beránek, Deputy Mayor for Transport, City of Prague **Ivo Pavera**,

Senior Business Development Manager, ČEZ ESCO

Luboš Prajer, Director for the Czech Republic, SAYTECH

Pavel Lux, Ministerial Adviser, Ministry of Transport of the

Czech Republic

15:00–15:40 IMPLEMENTATION OF THE BUILDING ENERGY PERFORMANCE DIRECTIVE

With the development of eMobility, the integration of charging infrastructure with building energy systems is becoming increasingly important. The debate will cover the interconnection between charging infrastructure requirements and the Energy Performance of Buildings Directive (EPBD), with a focus on energy management.

Moderator: **Lukáš Folbrecht**, Secretary, Electric Mobility Platform Panellists:

Jan Lehký, Partner, Kinstellar

Nathalie Marková, Director of the Energy Efficiency and Savings Department, Ministry of Industry and Trade of the Czech

Republic **Jakub Kott**, Head of the Mobile Services Department, E-ON

Lukáš Henzl, Public Affairs Advisor, SOCR

15:40–15:50 COFFEE BREAK

15:50–16:35 THE TRANSFORMATION OF URBAN FLEETS, SHARED MOBILITY MODELS

With the growing shift towards sustainable transport, innovative solutions for managing municipal vehicle fleets are becoming essential. This panel will explore projects and experiences relating to the transformation of municipal vehicle fleets and shared mobility solutions

Moderator: **Michal Tobiáš**, EIT Urban Mobility,

Panellists:

Patrik Bureš, CEO, Peoplecar **Kateřina Duchková**,

Mayor of Touškov **Jakub Geršl**, Founder, CARIO

Jan Pešek, CEO, Xmarton

16:35–17:15 VEHICLES FOR SOCIAL SERVICES AND COMMERCIAL VEHICLES

Discussion on the use of commercial vehicles in public and social services. Sharing experiences regarding the procurement and operation of vehicles, including their adaptation to specific needs and adjustments to urban infrastructure.

Moderator: **Patrik Zandl**, Director, Institut Pí

Panellists:

Michal Malý, Research Scientist, CTU **Petr**

Řihák, CEO, Zebra Group **Michal Šnirch**,

Sales Director, I-Tec



A new feature of this year's fair was test rides on e-bikes in Hall 7, where the largest e-bike festival in the Czech Republic – **E-bike Fest** – also took place. The number of test rides reached 726 across 57 test e-bikes.

The halls also featured a virtual reality experience from the Vize 0 Platform – a simulation of a traffic accident from the perspective of both a pedestrian and a driver, the activation of the CYBEX Car Crash Simulator for child car seats during an accident at the **Žena v autě** portal stand, a drum show at the Dongfeng exhibition, and a meet-and-greet with the faces of TV Prima, which is a co-organiser of the fair.



The programme also included the **Ecco Rally**, which kicked off on 14 November at PVA EXPO PRAHA. The winners were announced on 16 November at 2 pm in Hall 2.

In Hall 8, the Electric Vehicle Industry Association, under the subheading '**Micromobility**', offered test rides on hoverboards, Segways and other electric vehicles throughout the fair, whilst Volkswagen organised an accompanying programme for children.

On Saturday 15 November and Sunday 16 November, those interested could attend a series of talks by **Youtubers** Anita Plasová (Dobitý baterky) and Martin Petráš (Nejrychlejší Tesla).





MARKETING CAMPAIGN



MEDIA

Outdoor: billboards on main roads in Prague, advertising on Prague public transport vehicles

Events: supporting programmes, competitions, conferences, social evening, presentations as part of PRIMA TV events

Daily newspapers and specialist publications: advertising in daily newspapers, specialist publications and on media partners' websites

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, RÁDIO Rock Radio Prague and Central Bohemia, Western Bohemia

Direct mail: targeted mailing of invitations and information about trade fairs to the extensive databases of the organiser and partner companies, distribution via partner newsletters

PPC: targeted online campaign using advertising space on Facebook, Google and Seznam

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e-SALON

8. CLEAN MOBILITY FAIR

12–15 November
2026

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