



Prague, 25 April 2019

## **Press Release: The Billboard Campaign for the November e-SALON Has Started**

**Preparations for the second edition of the successful Clean Mobility Trade Fair held in Prague Letňany are already fully underway. ABF, a.s. has commenced a billboard campaign, the number of exhibitors who have confirmed their participation as well as the number of expected first presentations of the news from the world of electric and hybrid cars are increasing.**

The current campaign presenting the exhibitions through impressive headlines (e.g. e-EXHIBIT!; WHO BELONGS AMONG e-LITE, EXHIBITING; THE e-FUTURE IS PREPARED HERE! BE A PART OF THE PROCESS...) concerns fifty billboards in Prague and on the main roads leading to the capital city.

*“We are planning another great billboard campaign for this year’s e-SALON for October and November. On more than two hundred billboards we would like to present not only the exhibition, but in a visual way also the exhibits registered, i.e. environment-friendly cars and motorcycles”,* clarifies Jana Nosálová, Trade Fair Director, for the organising company “ABF”.

### **e-SALON 2019 will grow**

The exhibition area for e-SALON 2019 will be extended significantly. The presentation of manufacturers and operators of public recharging stations for electric cars and infrastructure will be transferred to the hall no. 2. This means that the halls no. 3 and 4 will present only the expositions of the brands presenting electric and hybrid vehicles and motorcycles.

A part of the trade fair will include also accessories, services, applications and legislation associated with alternative drives of vehicles. The E-SALON will bring again an attractive accompanying programme as well, with a possibility of test drives, as well as the i-City conference focused on intelligent environment-friendly transport in cities.

The exhibition which is organised together by the ABF company and Prima TV will be held on 14–17 November 2019 at the PVA EXPO PRAGUE Exhibition Centre in Letňany.