



International Motor Shows

Roads to change



Summary

- Pre-study based on preliminary feedbacks from OEM's
- Motor Show ... a simple marketing tool?
- A new era is coming
- Engage the transformation

International Motor Shows at a glance

Motor Shows are known for being :

- THE ideal place for major product reveals
- A global media event
- An opportunity for exhibitors to position their brand, values and new CI
- The largest showroom for products and technology
- A place to test live marketing campaigns
- An exclusive opportunity for customers to test-drive brand new cars
- An engaging sales platform

But MS became :

One possible place for new product launches

A challenging forum with media

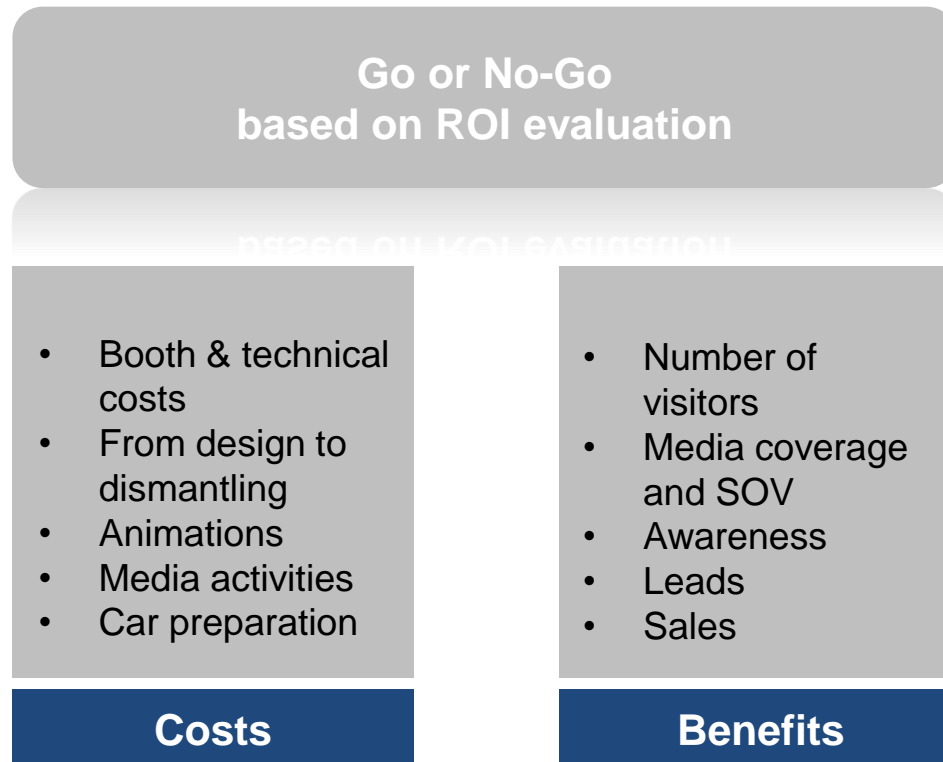
Not necessarily the most efficient place for building brand awareness

Events with various technical rules, space constraints and challenges

An easy target for activists

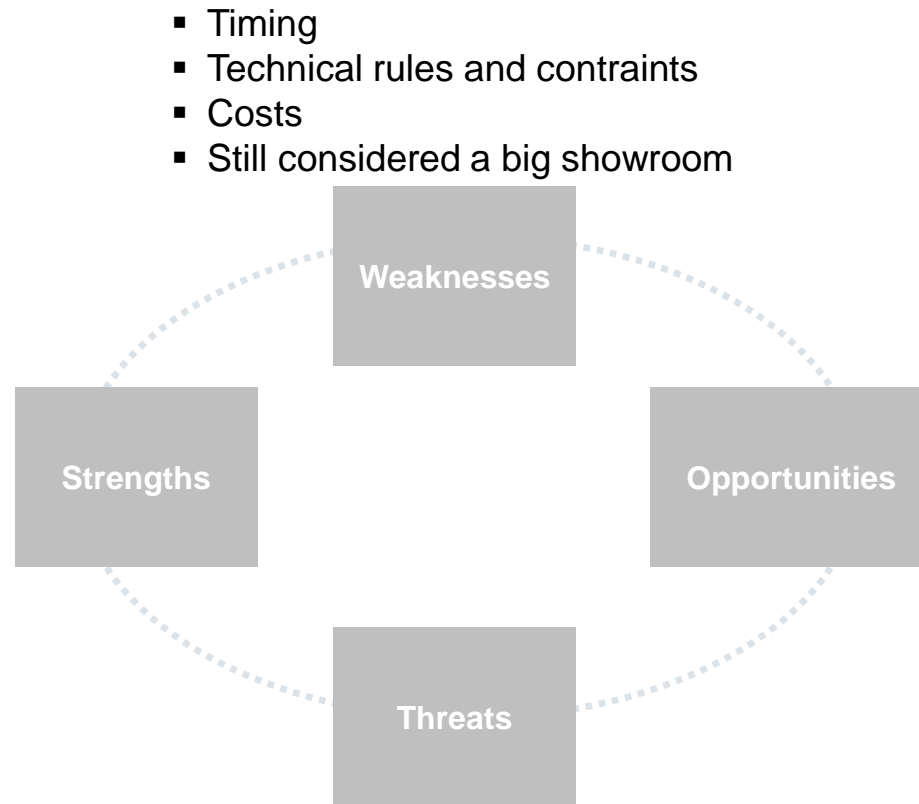
... and a huge cost away from current budget realities

Motor Shows: a simple marketing tool at disposal



A new era is coming

- Unique opportunity for brands to directly engage with all customers
- Restructure to create a 360° events offering experiences to engage visitors
- The place where new mobility solutions can be displayed ... and sold!

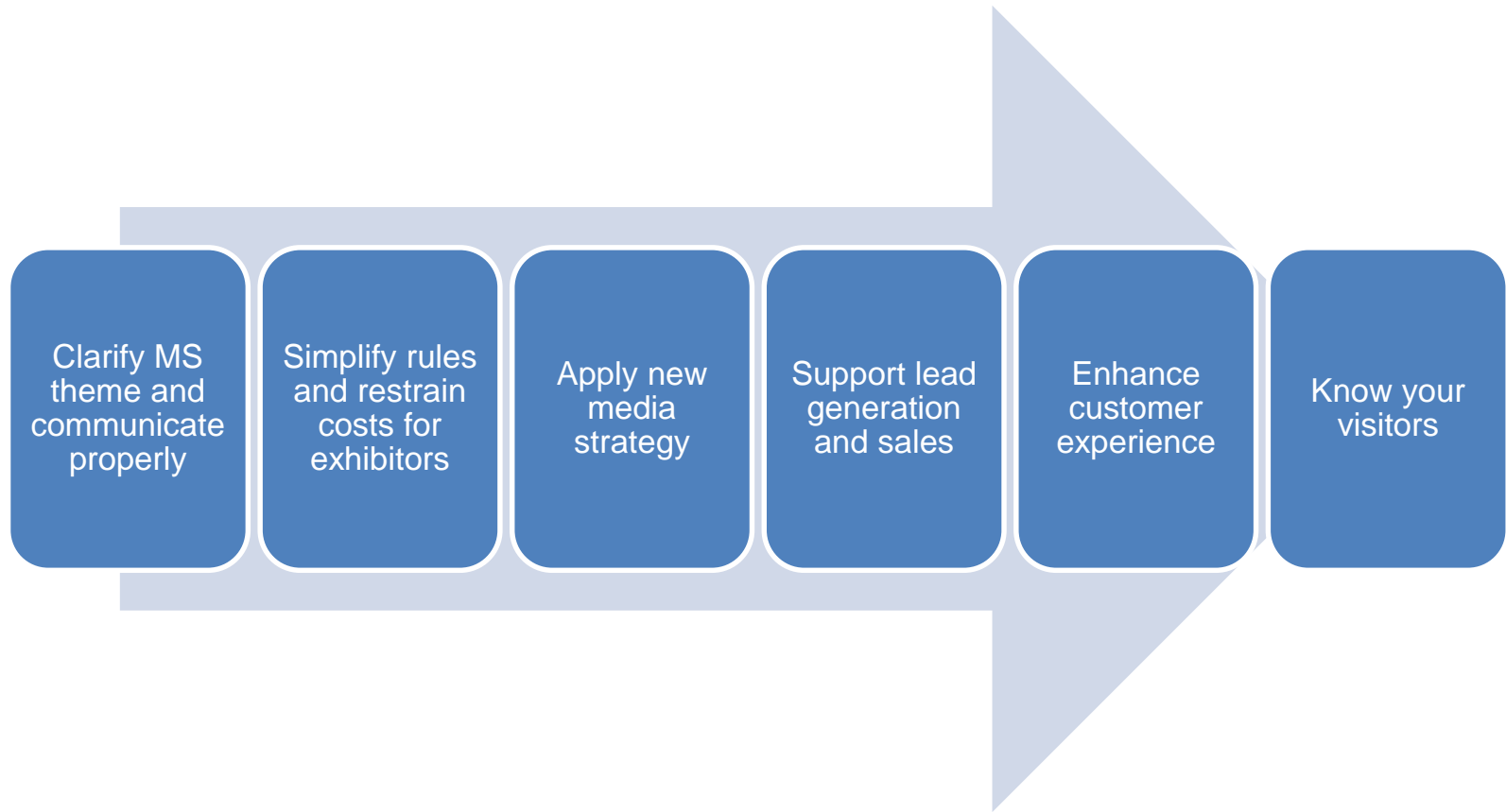


- Timing
- Technical rules and constraints
- Costs
- Still considered a big showroom

- Huge need for OEM's to explain their new technologies
- Potential to help OEM's increase leads by using new digital tools
- New way to offer 360° mobility experiences

- Media strategy to be reinvented
- Limited test-drive experience
- Alternative events seen as more trendy and efficient by decision makers

To engage the transformation



Next steps :

- Gather more return on experiences from International Motor Shows
- Collect MS trends at Global HQ from major OEM's
- Share lessons learned from successful shows in different business areas