



Partner Dossier

PARIS MOTOR SHOW 2004
25 September – 10 October 2004

the Intelligent Car sector
"Today and Tomorrow"

May 2004

Introduction

In 1998 and 2000, the Paris Motor Show featured sectors dedicated to the communicating car, a theme that met with a great deal of success.

In 2002, the Paris Motor Show received 1.4 million visitors and 10,600 journalists.

On the initiatives of Citroën, NAVTEQ and 4icom, in close collaboration with the Show's general manager and his teams, the creation of a sector devoted to the "Intelligent Car" has been suggested for the 2004 show.



Introduction

Figures regarding Paris Motor Show 2002

- 180 000 square meter of exhibition

In 2002

- 1 400 000 visitors in 2002 (Frankfurt = 996,000 ; Detroit : 810,000 ; Geneva : 700,000)
- 559 brands coming from 23 countries
- 73 World Premiere
- 60 hours of radio and TV show in France
- 10,600 registered journalists from 91 countries

Project presentation

The “Intelligent Car” concept has been split into three subjects: communication, confort and security

This area of between 200 and 300 square metres at the heart of the show (Hall 2.1 – equipment manufacturers hall) is intended to present those new technologies which are available today in the new model and the ones that will be seen in vehicles in the next decade.

The companies present in the sector will exhibit consumer-oriented applications.

The Alcatel Group, WorldSpace, Citroën and NAVTEQ have already announced their participation.

Project presentation

Major applications which could be exhibited in the sector:

Communication :

- 3G
- European Satellite Radio
- Terrestrial Digital Video Broadcasting
- Telephone
- Wimax / Wifi
- ...

Project presentation

Confort :

- Navigation / traffic Information
- Intelligent lightening
- Tracking
- ...

Security :

- Voice command
- e-call
- ...

Project organization

Sector characteristics:

- An open and round space
- with a surface area of 300m²
- at the heart of Hall 2.1, between Halls 1 and 3 (carmaker halls)
- Union of car manufacturers, equipment manufacturers, operators, the media and NICT players
- The Area will be branded in the Show's "colours"

Project organisation

- During Press Days, partners present in the sector will have the opportunity to give demonstrations to journalists from outside Hall 2.1 to the Show entrance located between Halls 3 and 7. They will therefore be able to drive vehicles along the aisles of the Exhibition Centre.
- The sector will organize specific communication events and will be introduced on a famous auto broadcast show
- The sector will also set up international conferences on the “Intelligent Car”

Organisers' commitments

The organisers undertake to supply:

- the area fitted
- security
- stand assembly
- basic elements free of charge
- cover in Paris MotorShowProgram

Commitments from sector participants

They undertake to:

- Create a steering committee so the Show organisers have a single contact
- Accept financial responsibility for expenses linked to their demos (Internet terminals, WiFi, electricity, ...)
- Create a daily event to attract visitors
- Send invitations and communicate their presence at the Show
- Train “mobile coaches” who will give demonstrations of the products presented

Terms of participation in the sector

- The projected budget for each application demonstrated (the cost is fixed at 20,000 EUR excl. tax) for all the expenses listed in the previous slide
- Between 8 and 10 applications are planned to be shown in the Sector
- Priority will be given to companies on a “first come first served” basis
- Co-ordination and communication with the Show organisers will be provided by 4icom

Schedule

- 10 June 2004 – final date for companies undertaking to be sector partners
- 17 May 2004 – Show organisation and partner company workshop
- 30 June 2004 – final date for handing over press kits to the organisers for the Show's official publication

Contact:

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