

MONDIAL DU DEUX ROUES (Paris International Two-wheel Show)

Paris-Expo, Porte de Versailles
29 September – 7 October 2007

Press Release Roundup

The 2007 Paris International Two-wheel Show: almost 400,000 visitors An out-and-out success!

The **Paris International Two-wheel Show**, comprising the Paris Motorcycle Show and the Paris Cycle Show, have just closed their gates, having proved a huge success in terms of attendance. Indeed, public interest and visitor numbers were consolidated by an increase compared to the previous edition, with **383,487** visitors and **2,592** journalists from 48 countries.

The **Paris International Two-wheel Show** was also a success thanks to the presence of the biggest cycle and motorcycle manufacturers worldwide, showcasing their models in the 80,000-sq. m exhibition area. A whole host of new products were revealed exclusively at the event, with a growing number of vehicles with low emission levels thanks to their electric or hybrid engines (or power assistance for bicycles). Over 500 motorcycles were sold during the second edition of the Salon de la Moto d'Occasion (Second-Hand Motorcycle Show), practically twice the 2005 number.

The Paris Cycle Show – with its more than 20% increase in both surface area and exhibitor numbers compared to 2005 – was a resounding success with over 100,000 visitors, thereby consolidating its position as an international event *par excellence* and providing a showcase for the profession.

Heralding the second phase of the “Grenelle Environnement”, a set of debates on environmental issues organised by the French Government, the new feature for this 2007 edition of the **Paris International Two-wheel Show** was the innovative Eco-Technic Village, sponsored by David Douillet. In this area, visitors could discover the recycling processes of tyres and lubricants, and bikers could have free safety checks carried out on their machines while they took a look around the show. This Village clearly demonstrated the two-wheeled world's determination to be included in a comprehensive environment policy.

The events and forums were also a hit, placing emphasis on training and safety by way of the special learner tracks set up around the exhibition halls. Last but not least, the “Motorbikes and Movies” exhibition was also a success, bringing together 20 machines which have marked the history of the 7th art and which visitors were able to admire alongside the motorcycles of today.

We hope to see you at the next Paris International Two-wheel Show, in Paris-Expo, Porte de Versailles, from 26 September to 4 October 2009.

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