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'Boutique' Motor Shows: the Future?



The organisers of Salon Privé, the car show tailored to high-end prestige brands, predicts a growing role for specialist 'boutique' shows in the wake of the cancellation of the British Motor Show and a reduction in the size of several other similar global events.

"In this new age of reduced spending, there just isn't the scope for manufacturers to gamble on their marketing investments", says David Bagley, founder of Salon Privé. "The industry has passed the point where participation in shows is a question of vanity, and the acid test is the quantity of qualified leads a company leaves with."



It may well be, therefore, that prestige and supercar manufacturers will turn to the more specialist events, such as Salon Privé, to present their products to a serious potential client base.

Bagley himself is expecting Salon Privé to feature a number of UK public debuts for 'some very special sports cars'. "We can guarantee a bigger event than last year and there aren't too many automotive shows that can say that in 2009," he added. "With guest attendance for 2009 already surpassing 75% of last year's figure, we are extremely confident of delivering a first-class event for our guests and exhibitors alike."

For more information on the event, see www.salonprivelondon.com.



Text - Charis Whitcombe

Photos - Salon Prive

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