UNDER THE HIGH PATRONAGE OF HIS SERENE HIGHNESS PRINCE ALBERT II OF MONACO

TOP MARQUES MONACO

THE MOST EXCLUSIVE SUPERCAR SHOW IN THE WORLD INCORPORATING WATCHES AND SUPERBOATS

GRIMALDI FORUM 20-23 April 2017
INTRODUCTION

Top Marques Monaco is the most elite and electrifying car show to be staged anywhere on earth; where supercar cognoscenti and lovers of all things luxury congregate, applaud and BUY.

Under the High Patronage of His Serene Highness Prince Albert II of Monaco, this unique show is not only an exhibition area but also a selling show and meeting place for all those interested in supercars, limited edition watches, bespoke jewellery, superboats and other luxury products.

Billed ‘the ultimate luxury car show’ by Bloomberg and ‘the world’s richest, most insane auto show’ by a national newspaper, more than 42,000 visitors attended last year’s 13th edition - confirming its position as the third biggest event for the public held annually in Monaco.

It is also the only auto show in the world where visitors get the chance to TEST DRIVE the luxury vehicles on Monaco’s hair-raising Formula 1 circuit, parts of which are privatized throughout the show.

What’s more, the unique concept which allows potential clients to ‘See it, Drive it, Buy it!’ appears to work: a staggering eight out of ten manufacturers reported making sales following Top Marques 2015.

Last year approximately 200 exhibitors attended the show, held in an exhibition space of 12,000 m² – some 2,000 m² more than previous editions due to a demand from clients. Top Marques was also supported by 13 sponsors, the principal one of which was the esteemed private bank the Edmond de Rothschild Group who will be returning as associate partner in 2017 for the fifth consecutive year.

The event is held each April at the Grimaldi Forum, in the heart of Monaco. Overlooking the Mediterranean Sea, this award-winning venue acts as the perfect showcase and represents the right time at the right place.
At Top Marques Monaco 2016 more than 1,000 test drives were carried out over the four days in 31 of the highest performing supercars on the planet, including the Gumpert Apollo, Ferrari LaFerrari and the Lamborghini Aventador.

Other cars in this hugely successful and unique element of Top Marques, which results in a number of direct sales each year, included the three-wheeler Polaris Slingshot (above) and the Donkervoort D8 GTO, one of the fastest street legal cars ever produced.

The real fun happens on the Grand Prix circuit – the very same track where the likes of Nico Rosberg, Lewis Hamilton, Sebastian Vettel and Fernando Alonso will be battling it out less than six weeks later to become winner of the Monaco Grand Prix 2017.

Top Marques Monaco is unique for its ingenious use of the iconic Monaco Grand Prix circuit for its customized test drives. It is this unparalleled opportunity offered to VIP guests to test drive limited edition, high performance supercars on this world famous F1 race track that makes the show so attractive to high caliber visitors.

In the lead up to the show, VIP guests and partners are given a ‘menu’ with the choice of exclusive vehicles available to drive around the circuit with its legendary corners Chicane, Tabac and Rascasse.

Parts of the track are privatized for the adrenalin-fuelled experience, which offers manufacturers the perfect way to showcase their vehicles. Time and time again the test drives have proved to be hugely effective in making the transition from trial to sale for potential buyers.
The Vengeance by Kahn was one of 31 vehicles available at Top Marques 2016 for test drives on the F1 circuit.

Also available for test drive at the 2016 edition was the Gumpert Apollo, a supercar with a top speed of 360 km/h and a 0-100 km/h of 3.1 seconds.

The supercars available for test drives like this Lamborghini Aventador Roadster by Hamann are lined up in the Test Drive Pits outside the Grimaldi Forum.
LAUNCHES

Top Marques Monaco is being chosen by more and more supercar manufacturers over other more established car shows as the place to launch world premieres.

Without doubt one of the highlights of the launches at the 13th edition was the Berlinetta by Effeffe, which was unveiled by H.S.H Prince Albert II of Monaco during his visit to the show. Another supercar to be presented to the public in its final form for the first time ever was the Vulcano Titanium, made entirely out of titanium by Italian design house Icona.

The Berlinetta by Effeffe and the Vulcano Titanium by Icona were both unveiled by H.S.H Prince Albert II of Monaco in front of the international media including TF1’s Automoto and M6 Turbo.
Particularly popular with visitors to the 2016 edition was a thrilling display of supercars from the James Bond films, including all the vehicles from Spectre, the latest 007 movie. Bond fans were able to get up close and personal with the DB5 and DB10, both driven by the British agent in a number of films, as well as the Jaguar C-X75 which Spectre’s villain Hinx drove in a high-speed chase with Bond.
Each year Top Marques Monaco showcases some of the most powerful and eye-catching supercars from across the globe.

Highlights of the 13th edition included the Evantra by Mazzanti Automobili from Italy (top left), two Lamborghini Huracan Spyders from Groupe Segond (top right) in Monaco and the Arrow by Apollo, from Germany.
Other show stoppers during the 13th edition of Top Marques included the McLaren 650S (left) and the carbon fiber Audi RS 6 Quattro.
Each year organisers of Top Marques Monaco hand-pick a selection of superbikes, with motorbike exhibitors’ for the 2016 edition including a new SS100 from Brough Superior (left), a ‘cult’ Made in Italy bike from Segoni Special and an iconic Midland chopper (right).
A SHOW FUSING ALL ASPECTS OF LUXURY LIFESTYLE

Although first and foremost a luxury car show, Top Marques Monaco also showcases other aspects of a luxury lifestyle with hand-picked luxury cars being displayed alongside limited series watches, precious jewels and bespoke luxury art.

In 2011 we added luxury day boats and for our 10th anniversary we incorporated luxury helicopters by AgustaWestland.

Last year we went one step further by showcasing the AeroMobil 3.0, the world’s most advanced prototype of a flying car and for the 2016 edition we launched the ArcaBoard, the first ever flying hover board which made its maiden public flight in front of the assembled press on the opening day of the show.

The ArcaBoard (below left) is a revolutionary new method of transport which is powered by 36 electric ducted fans. Its creators from ArcaSpace in New Mexico carried out demonstrations of the “Back to the Future”-style board throughout the show.

We strive to keep the show as innovative and newsworthy as possible to guarantee high attendance by potential clients and ensuring media coverage to promote products to the international market.

A selection of luxury days boats were on view outside the Grimaldi Forum including the Kormaran K7 (above), a revolutionary boat which can be transformed into four different modes at the switch of a button.

Also on view on the Esplanade, at the entrance to the show, was one of the latest VIP helicopters by Finmeccanica.

Meanwhile, inside the Diaghilev exhibition hall, the Martin Aircraft Company from New Zealand displayed its Martin Jetpack, the world’s first practical jetpack with a 30 minute flight capability at a speed of up to 74 km/h.

Also on display in the Diaghilev, in the Watches Pavilion, were a selection of exclusive watches including a collection by Swiss horologer Franck Muller, which caught the eye of H.S.H Prince Albert II of Monaco when he visited the show (left).
Top Marques Monaco enjoys a high concentration of high net worth individuals which is in part due to its home in the prestigious Principality of Monaco, and in part due to the caliber and exclusivity of the products exhibited at the show.

The show is also traditionally held at the same time as Monaco’s Rolex Masters Tennis Tournament, and many high net worth individuals attend both events.

A large number of guests are personally invited to the show and additional VIP events such as the opening cocktail party, last year held in the Salle Belle Epoque in the Hotel de la haven, thanks to our extensive database and connections across the globe. In addition, VIP guests are invited by our gold sponsors and partners in diverse industries such as banking, real estate, and yachting.
MAXIMUM PUBLICITY

Not only does Top Marques Monaco attract the right kind of clientele, it also attracts some of the biggest names in media eager to cover the event.

For the 13th edition we enjoyed media partnerships with 49 leading media outlets including Le Point, Paris Match, Elle, Boat Exclusive, The Superyacht Owners Guide and Luxury Life, all of which provide advertising and editorial on Top Marques.

Meanwhile more than 400 international press were accredited to cover Top Marques 2016, which featured on prime time news programs on channels across Europe including M6, BFM TV, and Germany’s Pro Sieben satellite network.

Highlights of the show were also broadcast to millions via radio, with RTL2, Virgin, Riviera Radio and Radio Monte Carlo all reporting on Top Marques.

In the month following Top Marques post-show coverage featured on TF1’s Automoto, M6’s Turbo and Sky Living as well as in scores of newspapers and magazines worldwide from Japan to Canada.

TOP MARQUES MONACO 2015 OFFICIAL VIDEO


TELEVISION


ADVERT & PRESS

In the months preceding the show, we implement a targeted press campaign in the international media with exhibitors benefiting from paid advertising in handpicked and high profile media to ensure awareness of the show.

Multiple poster sites including a giant digital screen on the Grimaldi Forum are displayed around Monaco to raise the profile of the event, whilst Top Marques also employed a successful poster campaign across the South of France from Menton to Mandelieu this year, resulting in a significant increase in tickets sales.
A selection of our pre-show promotions which are hung at strategic points around Monaco and the French Riviera.
For the second consecutive year Top Marques Monaco enjoyed a successful partnership with the Casino de Monte-Carlo which saw two of the show’s most exciting exhibitors displayed in the Place de Casion in the run up to and during the event.

As part of the joint Get Lucky campaign, the Gumpert Apollo and Lamborghini Huracan Spyder were on view at the steps to the famous Casino de Monte-Carlo for a total of 10 days.
TOP MARQUES MONACO WELCOMES YOU.

FOR MORE INFORMATION AND BOOKINGS PLEASE CONTACT
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