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[Mondial Automobile Paris shows a little teeth](#)

With the Paris motor show now well into its first week the discovery of luxury's changing role in the car market is what is most interesting this year. With recessions looming, ending, looming and possibly ending again the uncertainty has given car manufacturers new customers who are looking for unique ways to celebrate luxury in a less grotesque way. Figures like "lowest car sales in 17 years" have hit Europe according to Forbes and car manufacturers are embracing its chill by offering more for your money.

As electric cars were the big trend earlier this year at the motor show, but didn't translated into many sales, the car manufacturers (including BMW and Porsche) have "luxed up" their hybrids instead. And then waiting to go completely green, Lexus and Renault both produced cars with lower emissions and more glamour inside but still solidly in the hybrid arena.

But then there was the “grand dame” of the show. Exagon motors, the start-up, birthed their Furtive eGT. Said to be the swankiest French automobile at \$516 000 the hybrid comes with two electric engines and leatherwork that could impress an old Italian man from Florence – a welcome addition to the luxury goods industry, a field that the French like to own in the world’s mind and of course in their own. “In France, which is after all the country of luxury goods, there is a big hole in the automobile sector,” said Exagon Chief Executive Luc Marchetti, who owns auto-racing team Exagon Engineering SA to The Wall Street Journal.

And then the sex kitten of the show, Mercedes Benz’s SLS MG Coupe Electric Drive. Showing off with its gull wing body and ridiculous power under the hood. Formula 1 tech, the ultimate ‘stripper-like’ appeal in its sexiness and better for the planet together work a luxury redefined for a brand so often associated with a less than racy Congressman.

Even cars are channelling a new luxury, away from bling and the chanteuse of apparent opulence. Somewhere where sexiness and “going green” intersect. Paris’s motor show shows this change immaculately as the evolution towards emission controls and regulations near, the car industry delivers as per usual.

By: [Daniel Scheffler](#)



This entry was posted on Tuesday, October 2nd, 2012 at 12:06 pm.

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