



The British Motor Museum attends 'Salon Retromobile' in Paris

Published: January 24, 2024

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Online version: <https://www.wheels-alive.co.uk/the-british-motor-museum-attends-salon-retromobile-in-paris/>

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The British Motor Museum is excited to announce it will attend the '48th Salon Retromobile' 2024 event in Paris for the first time.

They tell us:

(All words and images from The British Motor Museum).

The show, regarded as France's biggest and best celebration of automotive history and culture with over 130,000 visitors expected, runs from 31 January to 4 February, with a spectacular display of past and present motoring.

This is the first time the Museum has attended an exhibition outside the UK in many years, and for Retromobile, there was never going to be a better year than 2024 to share its collections with the public from France and beyond.

Retromobile 2024 celebrates the 100th anniversary of MG and will be exploring the history of this iconic British marque through archives and vehicles never before seen in France. The British Motor Museum is supporting this display through the loan of four landmark MG vehicles from its collections: MG Old No.1, MG EX181, MG EX135 & the Split Sectioned MG BGT, with MG EX181 being the poster child for the exhibition.

2024 also marks 60 years since Paddy Hopkirk won the Monte Carlo Rally in 33 EJB, one of motorsport's most famous Minis. Visitors to the British Motor Museum Stand (1 C024) will



be able to see 33 EJB in person, while learning more about the Museum and Archive, from the Heritage Certificate service for classic car owners, to the new 'Adopt a Car' scheme.

Jeff Coope, Managing Director of the British Motor Museum, said, "The British Motor Museum is delighted to be attending Salon Retromobile for the first time and showcasing our four landmark historic MG cars and 33 EJB, one of our three perennially popular Monte Carlo Rally-winning Minis, to an international audience at this very prestigious annual event".

MG & Mini are just two of the many iconic brands represented in the Museum's collection of over 400 historic British cars. The Museum is positioned as the focal point of information about Britain's motoring history, with over 7,000 original motoring films, 10,000 motoring objects and over one million archive images, many direct from the original manufacturers.

The Museum's purpose as an educational charity is to collect, conserve and share the collections to inspire future generations. The Museum is now focussed on broadening and diversifying its audiences with more shows, exhibitions and events each year, as well as new ways for people to interact with its collections - no matter where they are in the world!

For more information on Retromobile 2024, visit retromobile.com. For more information about the British Motor Museum, visit www.britishmotormuseum.co.uk

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