**Beat: Automobiles**

# 2026 Paris Motor Show: Mondial de L'Auto Paris

**Paris, France: 12 to 18 October 2026**

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**USPA NEWS -** Paris, France: The biennial Paris Motor Show commenced with Media Day on 12 October 2026 at the Paris Expo, Porte de Versailles, Paris, France. The 2026 version consists of seven (7) days from 12 to 18 October, 2026 in Halls 4 to 7 of the Paris Expo. Monday, 12/10/26, was reserved for the members of the press, domestic and international, and opening to the general public from 13 to 18 October 2026. The 2026 edition had two very important themes: 1. It will be the center stage for Chinese and European car competition; and 2. Several Chinese automakers make a strong and technology centered pitch for the European premium car market emphasizing electric mobility. Upon roaming several halls of Paris Expo, one thing was evident: Chinese automakers are here so how will Europe's premium automakers respond? One thing was clear: unlike the Japanese and Korean autopmakers, the Chinese are not starting from the bottom and working up to the premium and luxury segments. They're already after customers from luxury German and English automakers' limousines and SUVs. Their products offer opulent interiors and modern technology but with one major difference: much less prices that Europe can't match.

### 2026 Paris Motor Show: Summary of World Premiers and Concept Cars

On Media Day, 12/10/26, automakers premiered their new commercial cars or a future concept car. Various examples include Chinese automakers as they headline their entrance into the luxury European market. Of the 21 exhibitors, 11 were Chinese automakers, confirming not only their arrival but presence, here are a couple of examples: 1. Li Auto: the new Li Auto Li 6 is the first European model. Li Auto was founded in 2015 by web mogul Li Xiang. The Li 6 is a full EV and will be available in 335 hp rear-wheel or 536hp all-wheel drives powered by a 96kWh battery giving a range of 348 miles and 398 miles, respectively. 2. The Geely Auto Group premiered its flagship brand called the: Zeekr 9X. It has 897hp and 690lb-ft torque in hybrid powertrain. the 2.0L ICE mainly powers and acts as a generator to its 55 kWh battery. It will go from 0 to 60 in 4.0 seconds with a top speed of 150mph and can travel 112 miles on pure electric power before the ICE takes over giving a total range of 458 miles. Outstanding concept cars from French automakers include: 1. Alpine 310 Vision Concept and 2. Peugeot RCZ Concept. Italian concept cars include: 1. FIAT Multiplay Concept and 2. Alfa Rome Cuorerosso.

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