

THE OUTDOOR AUTOMOTIVE SHOW

PRESS RELEASE

January 19, 2026

A new editorial direction focused on real outdoor automotive uses

From vanlife to outdoor automotive: a natural evolution of practices

Over the past few years, vanlife has profoundly shaped the imagination of travel.

It helped popularize the idea of travelling differently, breaking away from traditional constraints and reconnecting with freedom and mobility.

Historically, as early as the 1950s and 60s, these practices were built on simple principles: minimalism, autonomy, closeness to nature, and a genuine approach rooted in real use.

Today, vanlife has become highly codified and widely mediatised. For some, storytelling has overtaken practice, leading to a form of saturation, with codes and events sometimes disconnected from the real realities of travel.

Outdoor automotive: a new step forward

Outdoor automotive represents a natural evolution of these practices.

It is no longer about a fantasized lifestyle, but about a real-use approach:

Families travelling for weekends or holidays, rooftop tent travellers, outdoor leisure and sports, vehicles used as true tools for mobility and freedom, and equipment designed for versatility and real terrain conditions.

Outdoor automotive fully integrates contemporary challenges such as electrification, hybrid technologies, safety, modularity, energy autonomy and respect for natural environments. It speaks to a broad, intergenerational and pragmatic audience, far beyond niche communities.

An observatory of real uses

Through the European Rooftop Tent Festival and the Outdoor Automotive Show, held at Lac de Madine, this evolution takes concrete form.

Travellers and families, equipment and accessory brands, automotive manufacturers, media and industry influencers come together at the festival.

In addition to the outdoor exhibition areas, a central covered hall of over 1,300 m², fully modular, is dedicated to automotive manufacturers. Ideally located at the heart of the show, this space allows brands to display multiple vehicles and innovations while creating fully customized immersive showrooms.

More than an event, the festival is progressively establishing itself as an observatory of real automotive travel uses and motorized outdoor leisure, beyond trends and posturing.

From storytelling to experience

Outdoor automotive does not aim to replace vanlife.


It extends its original intuition by bringing it back to the field, to real use and lived experience.

We no longer perform travel.

We truly travel.

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