

For the 37th International Automobile Salon in Turin 450 Exhibitors of 13 Nations were scheduled to entry up the date of April 20th.

Following are the thirteen nations:

Austria - Belgium - Denmark - France - Germany - Italy - Holland - Gr. Britain - Spain - Sweden - Switzerland - South Africa - U.S.A.

with 66 trade marks of automobiles and 9 of industrial vehicles.

This year additional 3000 sq.m. space in the outside enabled a proper set up of the stands, thus complying with the increased need of the exhibitors by a total 28.000 sq.m. area.

The opening of the Salon was inaugurated by President Einaudi and Authorities.

The coverage shows:

- Entrance to the Salon
- Soldier troops presents arms
- Carabinieri band
- Arrival of President Einaudi
- The President enters the Salon
- Authorities visiting the stands
- Signora Einaudi watching the automobiles
- Journalists and photoreporters
- Alfa Romeo "sport"
- General look of the Pavillon
- Removable wind-screen glass crystal of the SINCA Versailles
- Back motor engine of the Renault
- Peugeot
- Mercedes
- Overturning door of the Mercedes
- Fiat 1100 - speed tourism
- New Fiat 600
- Fiat 600 Stand
- Pegaso "sport"
- Rolls Roice
- Interieur details (with bar equipment) of the Rolle Roice
- Fiat (Car of the future)
- Radio-telephone set on italian car linking the whole Turin phone system
- Lancia "sport"
- American car stand
- Ferrari stand (two cars)
- American stand
- Alfa Romeo "Giulietta"
- Alfa Romeo " Grand Sport "
- Porsche
- Ford