

Countdown to GIMS: The 90th Geneva International Motor Show opens in two weeks!

This week, the organizers of the Geneva International Motor Show (GIMS) shared a preview of the 90th edition of the GIMS, which will be held from March 5 to 15, 2020. The GIMS will again kick off with the highly anticipated presentation of the "Car of the Year" trophy on the afternoon of 2 March, followed by the unveiling of at least 90 world and European premieres on Media Day on 3 March. GIMS will host the first VIP Day conference on 4 March, with more than 25 authoritative speakers in five sessions. Finally, Federal Councillor Guy Parmelin will be the guest of honor for the official opening of the GIMS on 5 March, joining the Organising Committee for a tour of the show.

In the presence of around 10,000 media representatives, exhibitors will present their premieres on the official Media Day, 3 March 2020. Brands have already announced more than 90 world and European premieres and it's expected that there will be several additional launches made at the show. A major highlight will be the many electric drives on display; Rimac will announce a new model in the hyper-car segment and the supercars from Vega in Sri Lanka, the new Hispano Suiza Carmen Boulogneor and the debut of Czinger will also attract significant attention. Pininfarina is set to celebrate its 90th anniversary with a special model and of course, the traditional brands will also be showing off many exciting new developments.

The "Car of the Year 2020" trophy will be awarded on the eve of the Media Day on Monday, 2 March at 15:00 at the Congress Centre. For the first time, GIMS will present all seven of the finalists on a stand, including the BMW 1-Series, Ford Puma, Peugeot 208, Porsche Taycan, Renault Clio, Tesla Model 3 and Toyota Corolla.

GIMS VIP Day: Critical insights on the future of mobility

On 4 March, GIMS will host VIP Day, an exclusive conference with more than 25 executives and personalities from the automotive and technology sectors exploring the topics shaping the future of mobility. Held in GIMS Plaza in Hall 4, the program includes sessions on autonomous driving, electrification, advances in high-performance technology, digital transformation and diversity in motorsport. In addition, VIP Day participants will have the opportunity to admire the many world and European premieres made on 3 March up close. Full information on the agenda and speakers is available at the website www.gims.swiss/gims-vip-day.

Exceptional experiences around the automobile and mobility

On 5 March, Federal Councillor Guy Parmelin will officially open the event in the presence of Swiss brand representatives, ambassadors from the production countries and numerous national and regional personalities. For the first time, the opening ceremony will take place on the exhibition floor,

at the GIMS Tech Forum in Hall 6, and is open to all GIMS visitors. The Federal Council will then embark on the traditional tour of the halls, where 150 exhibitors will be waiting.

Throughout the exhibition, visitors will discover some very unusual stand concepts and experiences. For instance, the joint stand "Crossing the Future" by GIMS and 1000 Miglia in Hall 6 illustrates how the car has shaped our world and how it will continue to develop in the future. The visitor will experience a journey through 90 years of GIMS and 93 years of 1000 Miglia - the most beautiful race in the world - and thus also a part of the history of the automobile.

GIMS Tech: Focus on innovation

The future of mobility is inextricably linked with technological progress. At the special exhibition GIMS Tech in Hall 6, start-ups and service providers will present the mobility of tomorrow. At the GIMS Tech Forum, exciting presentations and discussions on future topics take place every day. Additionally, on the two test tracks of the "GIMS Tech New Mobility powered by TCS" attendees can try out a variety of last-mile mobility solutions, everything from e-roll skates to the post-tricycle from Kyburz.

GIMS Discovery: Experience the alternative-powered future today

At GIMS Discovery, a 456-metre indoor circuit in Hall 7 of Palexpo, visitors will have the unique opportunity to test drive a variety of alternative drive vehicles including electric, hybrid, hydrogen and natural gas. With a choice of nearly 50 vehicles from 15 leading automakers, attendees will discover the excitement and significant benefits of alternative-powered vehicles. Numerous animations and many attractions make the hall the ideal meeting place. The 10-minute Discovery Drives are exclusively raffled off via the GIMS app.

co2tieferlegen, a programme run by SwissEnergy to promote energy-efficient vehicles, is a partner of the 90th Geneva International Motor Show. co2tieferlegen will be present at two locations in 2020: in the entrance Hall 2 and with an information stand in Hall 7, at GIMS Discovery.

Last but not least, visitors to the official website www.gims.swiss and the GIMS app can even win an ID.3 from Volkswagen with a little luck.

"With these many new concepts, GIMS combines tradition, passion and innovation at its 90th edition. Visitors can experience innovative solutions for today's mobility to the visionary ideas of tomorrow, from the e-trottinett to the family car to the fast sports car," says Maurice Turrettini, President of the GIMS Foundation Board. "We look forward to welcoming the automotive world to Geneva in two weeks."

Arrival by public transport

GIMS strongly recommends that attendees arrive by public transport. Once again this year, SBB is offering extra trains from various parts of the country in addition to the dense network of trains to Geneva Airport. Combined tickets from SBB, unireso and the Lemman Express allow visitors to travel

to the event and get admission at reduced prices. The Geneva public transport buses (TPG - line 5) take visitors from the city centre or the airport directly to the entrance of the car showrooms. In addition to details on transport, all further practical information on GIMS can be found on the official website www.gims.swiss and the GIMS mobile app.

The Geneva International Motor Show

The Geneva International Motor Show (GIMS) is one of the most important and attractive trade fairs in the automotive world. It is one of the "Top 5" worldwide. It is also the only annual exhibition in Europe that is recognized by the OICA (International Organization of Motor Vehicle Manufacturers).