



The Geneva International Motor Show gears up for its 2022 edition

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The Geneva International Motor Show (GIMS) has opened exhibition registrations and announced that it is on track to hosting visitors from 19 to 27 February 2022. The organising foundation of GIMS gives exhibitors until mid-July to register for the 2022 event. As the 91st edition, this show promises to be an exciting evolution, which is reported to be substantially different from the past, assuming favourable pandemic conditions.

It is now only nine months until the Geneva International Motor Show lights up Palexpo's exhibition halls. Given the fast-approaching date, exhibitors are invited to register for the show and start planning one of their most important stands in their marketing calendars. Exhibitors can also look forward to two exclusive press days on 17 and 18 February, prior to the official opening of the show.

In building anticipation for what will be a truly unique edition, the CEO of GIMS, Sandro Mesquita announced: "With the dispatch of the tender packages, we are now officially starting the organisation of GIMS 2022. My team and I can hardly wait to present our concept to the exhibitors and subsequently to the public. We really hope that the health situation and the corresponding policy regulations regarding Covid 19 will allow us to bring it to life."

The news that GIMS is back and ready to surprise exhibitors and fans will no doubt amplify the spotlight on this key event, which has set the benchmark for automobile shows for over a century. More details on the concept of the next GIMS will be presented in the coming weeks.

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About the Geneva International Motor Show (GIMS)

The Geneva International Motor Show has been a launchpad for the future of mobility since 1905. Widely recognised as Europe's most important automobile exhibition, and one of the most prestigious and influential in the world, each show attracts over 10,000 journalists and more than 600,000 visitors to Geneva. While the 2020 and 2021 editions were cancelled due to the pandemic, the show is now on track to launching a much-anticipated 2022 edition. The organiser and rights holder of GIMS is the Geneva-based foundation "Comité permanent du Salon international de l'automobile".