

## **90<sup>th</sup> GENEVA INTERNATIONAL MOTOR SHOW**

PALEXPO, 5 – 15 MARCH 2020

The 90<sup>th</sup> Geneva International Motor Show will be held at Palexpo from 5 to 15 March 2020. It will be opened at 10 am on Thursday, 5 March by the Federal Councillor, Mr. Guy Parmelin, the State Council of the Republic and Canton of Geneva, Mrs Nathalie Fontanet, and the President of the Geneva International Motor Show, Mr Maurice Turrettini, in the presence of a host of politicians and personalities from the business community and the automotive industry.

### **CATEGORIES OF THE SHOW**

Some **150 exhibitors** share a net exhibition area of almost 59'025 m<sup>2</sup> within a gross floor area of **106,000 m<sup>2</sup>**. GIMS Discovery is built on 10'500 m<sup>2</sup>.

Categories :

- Road vehicles and complete chassis, electric vehicles and alternatively powered vehicles
- Special bodywork for road vehicles, concept cars, refined cars and tuned cars
- OEM (Original Equipment Manufacturers)-products of the industry suppliers
- Miscellaneous products and services related to the road mobility
- Animations / Attractions

### **PREMIERES AND INNOVATIONS**

Manufacturers usually unveil major innovations at the Show, mostly in the presence of their top management. This year around **90 world and European premieres** have been announced and will be presented during the almost 67 announced press conferences.

### **CAR OF THE YEAR AWARD CEREMONY**

The final vote plus the awarding of the prize "Car of the Year" will take place for the ninth time within the framework of the GIMS. The ceremony will occur on 2 March, 2020 at 3 pm, at the Palexpo's Congress Centre in room C. It is only for the accredited journalists but the general public can follow the proceedings by live streaming on [www.gims.swiss](http://www.gims.swiss) and [www.caroftheyear.org](http://www.caroftheyear.org). The seven finalists are: BMW 1-Series, Ford Puma, Peugeot 208, Porsche Taycan, Renault Clio, Tesla Model 3, Toyota Corolla. These cars have a sales target of 5'000 units per year.

Currently, 60 journalists from 23 countries are members of the jury. The *Car of the Year* has been awarded since 1964 and was established by seven European magazines from seven countries: Germany (*Stern*), Italy (*Auto*), France (*L'Automobile*), Spain (*Autopista*), United Kingdom (*Autocar*), The Netherlands (*Autovisie*) and Sweden (*Vi Bilägare*).

[www.caroftheyear.org](http://www.caroftheyear.org).

### **GIMS DISCOVERY**

A unique indoor circuit in Hall 7 at Palexpo. During a 10-minute discovery drive behind the wheel of an alternative powertrain vehicle, visitors can experience this exciting new drive. Numerous animations and many attractions make the hall the ideal place to meet. The Discovery Drives will be raffled exclusively via the GIMS app.

Partner: TCS, Tamedia, 20minutes, ABB, Groupe Media ONE

<https://www.gims.swiss/gims-discovery>

### **GIMS VIP DAY**

4 March 2020: The exclusive day of GIMS! Leading executives and thought-provoking personalities from automotive and tech will discuss the topics that are shaping the future of mobility, from electrification to autonomous vehicles, from digital transformation to advances from the world of motorsport. Additionally, attendees will have the chance to see world and European car premieres. Admission is limited and only available through the app and website

Partner: Ticketmaster, Blick, Panel sponsors: Dell Technologies, Julius Baer

<https://www.gims.swiss/de/gims-vip-day>

### **GIMS TECH**

The future of mobility is inextricably linked to technological progress. At the Special exhibition GIMS Tech in hall 6, start-ups and service providers will present the mobility of tomorrow. The GIMS opening ceremony will take place at the GIMS Tech Forum. During the public days there will be daily presentations or discussions at the forum. A test track for micromobility, the "GIMS Tech New Mobility powered by TCS", rounds off this special exhibition.

Partner: TCS, Dell Technologies

<https://www.gims.swiss/gims-tech>

### **CREATIVITY AWARD**

In 2020, the Advertising and Communication Club of Geneva will hand over the 17<sup>th</sup> Creativity Award to the exhibition stand which facilitates the greatest circulation through the stand, has the best access to the models on display and the most effective presentation of new models. The attractiveness and welcoming nature of the stand will also be judged. The jury will evaluate the stands during the press days as well as on one of the public days. The award will be presented in the Bar GIMS Tech in Hall 6 at 6:00 p.m. on Thursday, 12<sup>th</sup> March.

[www.cpg.ch](http://www.cpg.ch)

### **CROSSING THE FUTURE BY GIMS + 1000 MIGLIA**

The joint booth of GIMS and 1000 Miglia in Hall 6 "Crossing the Future" shows how the car has shaped our world and how it will continue to develop in the future. Visitors can take a journey through 90 years of GIMS and 93 years of 1000 Miglia - the most beautiful race in the world - and thus experience a part of the history of the automobile.

<https://1000miglia.it/?lang=en>

### **ENERGY EFFICIENT CARS**

co2auplancher is Presenting Partner at 90 GIMS. co2auplancher is a programme by SwissEnergy to promote energy-efficient cars which emit no more than 115g/km of CO<sub>2</sub> category.

[www.co2auplancher.ch](http://www.co2auplancher.ch)

## GIMS APPLICATION

To connect even more closely with attendees in 2020, GIMS is introducing the official GIMS app. Available for iOS and Android devices, the app is highly customizable, allowing visitors to tailor the content to their personal preferences. The app offers comprehensive information on the GIMS, including the exhibition and key event elements such as GIMS Discovery, GIMS Tech and GIMS VIP Day, as well as information to help attendees plan their time in Geneva. Through the app, attendees have access to exclusive opportunities not available elsewhere; for instance, raffles for GIMS Discovery Drives are only accessible via the app. Additionally, the app keeps visitors up to date on the most important news in the automotive industry and mobility sector before, during and after the show. Tickets can be purchased quickly and easily via the app, with discounts available when purchased online rather than at the counter. The app is now available free of charge in the app stores.

## SOCIAL NETWORK: #GimsSwiss

The GIMS is on Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat and TikTok

<https://www.facebook.com/GimsSwiss/>

<https://www.instagram.com/gimsswiss/>

<https://twitter.com/gimsswiss>

<https://www.youtube.com/gimsswiss>

<https://linkedin.com/company/gimsswiss>

## **MEDIA CENTRE** [www.gims.swiss](http://www.gims.swiss) – MEDIA CENTRE

Copyright free and free of charge images (car rushes, interviews, reports in HD quality for broadcast, but also HD photos of atmosphere, personalities and premiers) are easily downloadable without username and password. They will be available continuously from Monday 2 March after the election of Car of the Year. The 2020 teaser clips as well as all images of 2019 are already available.

The images may also be withdraw on a UBS stick directly in the Press Centre on site.

VNR's

Available by satellite transmission: [www.eurovision.net/content-offers/worldfeed/worldfeeds.php](http://www.eurovision.net/content-offers/worldfeed/worldfeeds.php) (Including shortlist & script)

### **Monday, 2 March 2020**

Preview images (car arrivals, stands build-up, interviews)

Car of the Year highlights (ceremony highlights + reactions)

### **Tuesday, 3 March 2020**

Media day highlights (2 VNR)

(Car premieres, CEO interviews, images, VIP's arrivals)

### **Wednesday, 4 March 2020**

VIP Day (Interviews + speeches)

## PRACTICAL INFORMATION

### OPENING HOURS

10 hours each day: Weekdays: 10 a.m. – 8 p.m.

Saturdays and Sundays: 9 a.m. – 7 p.m.

As of Tuesday, 12 March, Hall 7 will open at 9.30 during the week / at 8.30 am at the weekend

### ENTRANCE FEES

Daily admission tickets to the Show – please note that these do **not** allow re-entry.

#### Prices Online and App:

Adults: CHF 16

Children from 6 to 16 years and AHV recipients (pensioners): CHF 9

Groups (more than 20 people): CHF 11.00/person

From 16.00 hrs:

Adults: CHF 8

Children from 6 to 16 years and AHV recipients (pensioners): CHF 4.50

#### Prices at the counter:

Adults: CHF 21

Children from 6 to 16 years and AHV beneficiaries (pensioners): CHF 14

Groups (more than 20 people): CHF 16.00/person

From 16.00 hrs:

Adults: CHF 13

Children from 6 to 16 years and AHV beneficiaries: CHF 9.50

### TICKETING

#### Organizer :

Online at <https://www.gims.swiss/ticket-infos> and the GIMS APP  
and at the local Palexpo counters

#### Ticketmaster:

Switzerland : [www.ticketmaster.ch](http://www.ticketmaster.ch)

France : [www.ticketmaster.fr](http://www.ticketmaster.fr) or directly from Leclerc, Auchan, Cultura, Cora

#### FNAC:

Switzerland: [www.fnac.ch](http://www.fnac.ch) or Fnac branches

France: [www.fnac.com](http://www.fnac.com) or at Fnac at Carrefour, Géant, Magasins U

### COMBO OFFERS (TRANSPORT + ENTRY)

#### Combo offer SBB / RailAway

Reduced admission, available at railway counters and ticket machines (-25% off the tariff) and the cheapest public transport ticket. [www.sbb.ch/gims](http://www.sbb.ch/gims)

#### Combined offer unireso

With the unireso combo offer GIMS offers a round-trip ticket within the unireso Tout Genève Zone 10 perimeter.  
[www.unireso.ch](http://www.unireso.ch)

**Combo offer Léman-Pass**

With the Léman Pass, visitors receive a 25% discount on adult admission and a 20% discount on reduced admission. [www.lemanpass.com](http://www.lemanpass.com)

**ACCOMMODATION AND ENTRY**

Plan your visit to the Motor Show and maximize your stay in Geneva.

**PALEXPO HOTEL RESERVATION**

Route François-Peyrot 30, 1218 Le Grand-Saconnex – Switzerland, T: +41 22 761 1010  
<https://hotel.kenes.com/en/congress/PALEXPO> [info@palexpohotelreservation.com](mailto:info@palexpohotelreservation.com)

**HOW TO GET TO GENEVA PALEXPO**

**On the Geneva Public Transport (TPG) network:** ([www.tpg.ch](http://www.tpg.ch))

Bus	5	Tram	15	Bus	28	Bus	57
Bus	10	Bus	23	Bus	53	Bus	66

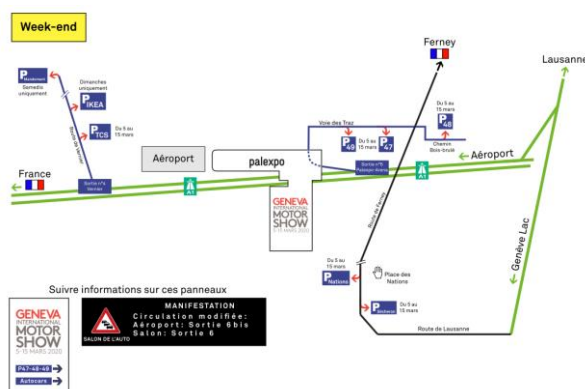
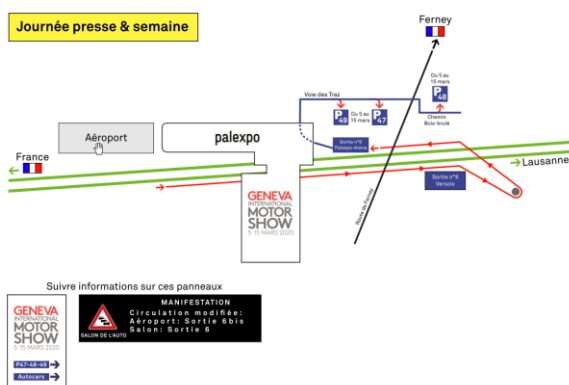
**By train**

Avoid getting stuck in traffic jams and enjoy a comfortable, stress-free journey to the Motor Show. Palexpo Hall 7 is just a three minute walk away from Geneva Airport railway station.

**By car**

From Lausanne and France: take the motorway and follow the directions to “Palais des Expositions”, Palexpo or Salon (Motor Show).

Parking facilities at Palexpo car park are only for exhibitors. However over 5.600 slots during the week and some 10.000 slots on the weekend will be made available exclusively for Motor Show visitors in 12 park decks located within 5 km radius around Palexpo (Flat rate: CHF 25.- per car) The Geneva police will manage the traffic in real time. The car parks are opened based on occupancy levels and the volume of traffic. Visitors are kindly requested to follow the “P°GIMS” signs.



Schedule of the shuttles: departure of the 1st shuttle one hour before the opening of the Motor Show, return of the last shuttle one hour after the closing of the Motor Show.

**Neighbouring France**

Possibility to park on the Vitam car park (ex Macumba). Shuttles provide a link to the Motor Show. Free parking. Fares are 4€ from 2 years old, 12€ from 12 years old.

**Parking for disabled people**

Parking spaces for disabled people are available in the Palexpo car park P12 and the outside car park P47. The number of parking spaces for disabled people is limited and can therefore not be guaranteed. Fees are payable

for disabled parking. The shuttle bus from/to P47 is equipped for persons with reduced mobility. Car Parks P12 and P47, price per car CHF 25.-.

### **Coaches**

Car park P47 is reserved for coaches, buses and groups. Leave the motorway at exit Ferney and follow the signs. Daily rate: CHF 60.- (return transport of the passengers included)

### **FACILITIES INSIDE THE EXHIBITION BUILDING**

- **Official information desks** in the halls
- **Cloakrooms:** Congress centre (main entrance hall) from 3 until 15 March and entrances of Hall 5, from 5 to 15 March 2020, and Hall 7 entrance, from 4 to 15 March 2020.
- **Money:** several cash withdrawal and exchange machines are available on-site halls
- **Nursery:** Congress Centre, Room L. For children aged 2 year – 10 years. 1st hour free of charge, then CHF 6.- every following hour. A Fireman takes care of lost children and accompanies them to the nursery.

### **SHOW BOUTIQUE**

The traditional Show Boutique offers a whole range of items bearing the colours of the Show: T-shirts, sweatshirts, baseball caps, badges, lighters, etc.

### **FOOD AND DRINK**

Palexpo Restaurants, official caterer. 7 “à la carte” restaurants, 1 self-service and several bars and snack shops on-site. Reservations: Tel. +41 22 761 15 00.

### **SAFETY AND SECURITY**

**First aid/Infirmary:** Service centre, (access via the entrance hall), and in Hall 6 + near at the entrance of Hall 7 next to the cloakroom. Tel. +41 22 761 13 18

The latest information on Safety and Security can be found here: <https://palexpo.ch/en/health-safety>

### **CONTACTS**

#### **ORGANIZING COMMITTEE**

President	Maurice TURRETTINI
Vice President	André F. GUBSER
Managing Director	Olivier RIHS

#### **MANAGEMENT**

PALEXPO Managing Director	Claude MEMBREZ
Security and Environment Management	Philippe ECHIVARD
Technical Coordination	Claudine FISCHER
Show Director	Tanja WALTHER
Communication	Marianne GYGER

For further information

#### **Secretariat of the Geneva International Motor Show:**

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