

## **Green Light for the 88th Geneva International Motor Show!**

*The graphic for the next Geneva International Motor Show (from 8-18 March 2018 at Palexpo) was revealed at today's meeting of the Organising Committee. It represents a view from the side of a notably racy car heading towards the future. In effect, it reflects the Organisers' ongoing confidence as the automobile manufacturers remain extremely loyal to this great annual rendez-vous in Geneva. The initial information regarding the 2018 edition is now available on the digital channels of the event: [www.gims.swiss](http://www.gims.swiss) and #GimsSwiss.*

Per the usual custom, the graphic for the Motor show was officially presented to the members of the Organising Committee at their meeting to launch the 2018 edition that took place today in Lausanne. It represents the view from the side of a frog-green car whose different body angles have already been used in the two previous years' graphics.

"This sporty car represents the dynamism of our exhibitors. They present each year more than a hundred new developments in the form of new models with their latest technologies, designs, security and comfort. Further, Geneva has the privilege of traditionally welcoming a large number of manufacturers of limited production high quality automobiles. The 2018 edition will be no exception!" announced the General Manager of the Motor Show, André Hefti.

Does the colour green in the graphic represent the ecological vehicles? "Not really, as ecologically oriented vehicles come in all colours and labels today, not just green!" André Hefti continued. "Having said that, energy efficient vehicles will be very much in the limelight at the next Geneva International Motor Show, particularly with our continuing association with EnergieSuisse and their "co2auplancher" campaign and in their role as *Presenting Partner*."

The "Union pétrolière" (Swiss association of oil companies), who will be exhibiting for the first time at the Motor Show, will present their perception of the service station of tomorrow. This will include, among other features, the provision of hydrogen for vehicles powered by this fuel.

Visitors to the show will be able to discover an exceptional variety: from the everyday cars to the rare and expensive super cars, and including the "driverless" concept cars. A visit to the Motor Show will be synonymous with pleasure and amazing experiences. A new special exposition by the chronometer maker TAG Heuer will capture the hearts of both automobile and watch enthusiasts. There will be simulators to provide the experience of driving a race car or to perfect the techniques of economical driving.

As every year, a number of themed restaurants will have available everything from extensive menus to casual sandwiches and drinks.

Now then, what about this frog green colour? "We want to emit positive signals. This flashy colour represents optimism and vitality. Further, on the practical level, it will aid the promotion of the event during the gloomy period of February by ensuring that the publicity is highly visible." André Hefti explained.

## PRESS RELEASE

Maurice Turrettini, the President of the Geneva International Motor Show, recalled the objectives of the event: “The Motor show is one of the most efficient platforms of communication. It allows a manufacturer to attract the attention of the world-wide media. In parallel they can test the interest and reactions of an international public to their new products and technologies.” He affirmed: “At Geneva, the exhibitors as well as the visitors are at the centre of our preoccupations”.

The Geneva International Motor show is the only international motor show recognised by the OICA (International Organisation of Automobile Constructors) that takes place annually in Europe and is a member of the “Top 5” worldwide. In 2017, the exhibitors reinforced the prestige and importance of this event by presenting more than 150 world and European premiers before some 10,000 media representatives. During the 11 days of the Motor Show more than 691,000 entries of visitors from around the world were registered.

Palexpo, September 1, 2017

*(approx. 4'065 characters, spaces included)*

Click on the picture to download the new HD poster

