

PRESS RELEASE

The 88th Geneva International Motor Show, as ever an event not to be missed, is ready to assist your visit.

The 180 exhibitors at the 88th Geneva International Motor Show are working flat-out to finalise the concepts for their exhibitions and the more than 70 press conferences they will hold. The Geneva Motor Show, which will include the major automobile manufacturers, prominent designers and creators of exceptional vehicles, plus the suppliers of equipment and accessories to the Swiss automotive market, is preparing to open its doors to the media and to the public who will find their favourite automotive brands spread throughout the exhibition halls.

The Geneva International Motor Show will take place from March 8-18, 2018 at Palexpo in Geneva. The website www.gims.swiss is now available with all the necessary information for a well prepared visit and to win free tickets to the event.

This 88th edition of the Motor Show will be welcoming, as is the custom, some 180 exhibitors in the 6 exhibition halls dedicated to automobiles and one hall reserved for the suppliers and representatives of the Swiss automotive industry. In spite of the absence of Opel, Infiniti, DS and Chevrolet/Cadillac, the 106,000 square metres of exhibition space at Palexpo is fully booked.

“It is not secret to anyone that the manufacturers today are thinking twice before participating at any motor show, including a major international one like ours” explained André Hefti, Managing Director of the Geneva International Motor Show. “Their participation requires a significant investment and henceforth will depend on the importance of their new models. We welcome each year some 10,000 media representatives from around the world. A press conference at the Geneva International Motor Show remains one of the most effective communication vehicles for the manufacturers.” The 70 press conferences being planned are a testament to this.

The absence of these few exhibitors has resulted in a greater flexibility for the organisers of the Motor Show and the spaces available have now been totally occupied. In addition, the reorganisation of the stands will also provide more comfort for visitors as the circulation of the throngs of visitors will be improved.

Aston Martin had seized on this opportunity to enlarge their stand by taking over the space from Opel. Jaguar and Land Rover will also enlarge their stands by taking over the space normally attributed to Citroën. This manufacturer will re-join Peugeot on the other side of the hall, which will reunite the PSA brands.

A large number of small manufacturers of exclusive models and high-level preparation specialists will be joining the Motor Show. Among these new exhibitors in the “automobile halls” will be Applus Idiada, Arden, Caresoft, Corbellati, E-Moke, Engler, Fomm, GFG Style, Hennessey, Icona, Luxaria Technology, Lvchi Auto, Pal-V, Polestar, Quadro Vehicles and W Motors.

Visitors interested in energy efficient vehicles will be delighted with the choice. The Swiss Federal Energy Office will again be a *Presenting Partner* for the Motor Show with its campaign “co2auplancher” which involves the promotion of vehicles that emit no more than 95 grams of

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CO2/km. The App "Salon Car Collector" can be used to locate these models on the stands of the exhibitors. The Swiss Federal Energy Office will expand the spectrum of the vehicles involved. In the past, only the A category vehicles were concerned whereas now category B will also be displayed.

Finally, in Hall 3, TAG Heuer will present a special exhibition dedicated to great racing cars for the pleasure of fans of motorsports and high quality watches.

We are ready to help you to prepare the most effective visit to the Motor Show. All the information and advice you will need can be found on the official website www.gims.swiss which will include a contest where you can win free entry tickets. From February 28, 2018, the site will also offer a complete panorama of the highlights of the 88th edition and the first communications from the exhibitors. This will also be the date when the "Grand Concours" competition will begin with a new Citroën C Aircross SUV to be won.

Congestion

The weekends are traditionally days with the largest number of visitors. If at all possible a visit during the week is strongly advised. It will also be less crowded (and less expensive) after 4:00 pm. The least crowded days should be Thursday, March 8th, Monday morning March 12th, and Tuesday, March 13th during the entire day.

There will be a 50% reduction on all the tickets sold at the Motor Show or at the automatic ticket machines of the TPG (Geneva public transport company) after 4:00 pm. Note: this cannot be included with any other special offers.

Buying Tickets

[Purchase online](http://www.gims.swiss/en/online-tickets) on the Motor Show site: www.gims.swiss/en/online-tickets,
www.ticketcorner.ch
www.ticketmaster.fr

Or at the ticket booths at entry to Palexpo,

Or at FNAC online: www.fnac.ch, or at the FNAC stores. In France: www.fnac.com or FNAC stores at Carrefour, Géant, or Magasins U

Transportation and Entry Ticket/Combined Offers

The combination transport and entry ticket for the Motor Show allows the traveller to enter the Show at a reduced price. Each year, a large number of visitors arrive by public transportation in complete tranquillity, having avoided traffic and parking hassles. The CFF (Swiss train system) puts a number of special trains into circulation to and from the Geneva Airport station, adjacent to Palexpo. The TPG (Geneva public bus company) increases the frequency of busses travelling between the centre of Geneva and Palexpo.

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CFF (Swiss Federal Train system): www.sbb.ch/en/gims (Online sales are available from February 1, 2018), and at the ticket booths and ticket machines at the station.

TPG (Geneva Public Transport Company): At ticket booths at the Geneva Cornavin train station, the Rond-Point de rive, and at Bachet de Pesay in Geneva as well as TPG ticket machines.

Overnight Stays

It is strongly recommended that visitors book their hotel accommodations as soon as possible. The Tourism Office is offering a [combination hotel room and entry ticket](#) at a price of 64 Swiss Francs per person. Contact: www.geneve.com.

Palexpo, January 25, 2018

(approx. 4'130 characters, spaces included –
without practical information)