

Press release



EXPERIENCE THE ALTERNATIVE-POWERED FUTURE TODAY AT GIMS DISCOVERY

At the 90th edition of the Geneva International Motor Show ([GIMS](#)) taking place from 5 to 15 March 2020, visitors have the unique opportunity to test-drive nearly 50 alternative-powered vehicles from 15 leading automakers. On the new GIMS Discovery track – which is built with completely recyclable flooring – attendees will be able to try a variety of alternative drive systems including electric, hybrid, hydrogen and natural gas on a 456-metre indoor circuit. GIMS Discovery is open to all visitors to GIMS, with drives raffled exclusively through the GIMS official mobile app.

GIMS launched the [GIMS Discovery](#) initiative to build greater awareness and encourage uptake of alternative-powered vehicles. *“Although they are rapidly gaining in popularity, the majority of consumers indicate that they have never driven an electric or hybrid vehicle. As an industry, we must take a leadership role in advancing the adoption of alternative-powered mobility, helping consumers to better understand the benefits of these vehicles in their everyday lives and, perhaps more importantly, the impact on our environment,”* says Maurice Turrettini, President of the GIMS Foundation Board. *“With more than half a million visitors, GIMS offers an ideal platform to explore the exciting future of mobility and the opportunities and challenges we see in this new world.”*

Located in Hall 7, the GIMS Discovery track features **48 vehicles from 15 different brands**, including:

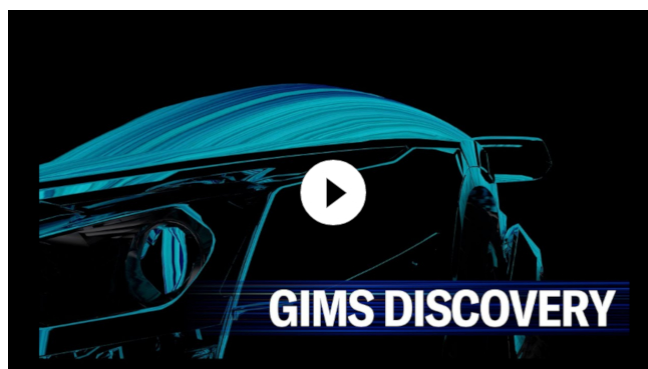
Aiways | Audi | BMW | DS Automobiles | Honda | Hyundai | Kia | Mercedes-Benz | Porsche | Renault | SEAT | Skoda | Smart | Toyota | Volkswagen

Conducted under the supervision of Commissioners from the Touring Club of Switzerland (TCS), the 10-minute GIMS Discovery test drives will replicate a real-world drive, with visitors taking on an exciting combination of tight and wide bends and long straights. The three-lap drives, accompanied by a car explainer, will give drivers first-hand experience with a variety of low-emission, alternative-powered vehicles, helping to dispel misconceptions and reinforce how easily electric mobility can be integrated into their everyday lives.

With GIMS Discovery at the centre, Hall 7 will become an ideal meeting place at GIMS. In addition to the test track, the Discovery exhibition will feature interactive stands, simulators and photo booths. The presenting partner of GIMS, SwissEnergy, will advise on energy-efficient vehicles through the co2tieferlegen programme, while TCS will share information on traffic safety. Further, four radio stations from the MediaOne Group will be reporting on all of the exciting developments from the show in a studio located in the GIMS Discovery hall.

GIMS will run approximately 11,000 [Discovery Drives](#) during the course of the show. To manage the high demand for the test drive slots among the 600,000 expected visitors at GIMS, reservations for the drives will be made exclusively by raffle via the GIMS mobile app. Discovery Drives are open to all GIMS visitors and attendees must possess a valid GIMS ticket for the requested day. The GIMS mobile app is available for iOS and Android devices and can be downloaded from the [App Store](#) and the [Google Play Store](#).

Partners of GIMS Discovery include TCS, ABB Switzerland, Radio One FM and 20Minuten.



GIMS VIP Day

4 March 2020: [The exclusive day of GIMS!](#) Executives and inspiring personalities from the

automotive and technology sectors discuss the topics that will shape the future of mobility, from electrification to autonomous driving, from digital transformation to innovations from the world of motor sports. Participants of VIP Day also have access to the raffle for Discovery Drives on 4 March.

The Geneva International Motor Show

The [GIMS](#) is one of the world's top five global motor shows recognized by the International Organization of Motor Vehicle Manufacturers (OICA) and it is the only one to be held every year in Europe.

Palexpo, 22nd January 2020

approx. 3,970 characters (incl spaces)

Accreditations:

- Media representatives can apply for accreditation on our [online portal](#)

Accredited media representatives have access to the following events:

- 2 March 2020: **Car of the Year Award Ceremony**
- 3 March 2020: [GIMS Media Day](#) (premiere presentations)
- 4 March 2020: [GIMS VIP Day](#)
- 5 - 15 March 2020: **GIMS Public Days**

Practical information:

Public Days opening hours:

- Monday – Friday: 10:00 – 20:00
- Saturday – Sunday: 09:00 – 19:00

Tickets:

- Adults CHF 16.- (CHF 8.- after 16:00)
- Children from 6 to 16 years old, retired people CHF 9. (CHF 4.50 after 16:00)
- Groups (more than 20 persons) CHF 11.-/person

NB: all tickets to the GIMS are subject to a surcharge of CHF 5.00 at the on-site desks.

GIMS VIP Day:

- 7:30 – 18:00

- CHF 200.- until 31 January 2020
- CHF 250.- from 1 February 2020
- [Ticketing GIMS](#) | [Ticketing Ticketmaster](#)

Ticketing: [buy your tickets online](#)

Application: [iOS](#) | [Android](#)

GIMS Media Team

Contact: media@gims.swiss



Official Partner of the Press Room





Geneva International Motor Show
Route François Peyrot 30 | 1218 Le Grand-Saconnex | Geneva, Switzerland
gims.swiss | #GimsSwiss | #OnlyinGeneva