

Press release



THE COUNTDOWN TO THE 2020 GENEVA INTERNATIONAL MOTOR SHOW IS ON!

For its 90th edition, the Geneva International Motor Show ([GIMS](#)) has launched a new, interactive digital experience that will engage, inform and entertain visitors. With a new official app and redesigned website, GIMS is enhancing the event experience for the numerous attendees visiting in Geneva, as well as many other enthusiasts watching from all corners of the world. Tickets for the upcoming GIMS are now available on the new official GIMS app and on [the website](#).

To connect even more closely with attendees in 2020, GIMS is introducing a new digital companion: 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 also 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 and on [the website](#), with discounts available when purchased online rather than at the counter. The app is now available free of charge in the app stores ([iOS](#) and [Android](#)).

Across the app, website and onsite, visitors are immersed in an exciting, vibrant visual brand that reflects the focus of GIMS 2020 on innovation and the future of mobility. Developed by Jung von Matt / Limmat, the digital experience employs a special algorithm, so that users never see the key visual themes in the same way.

Olivier Rihs, Managing Director, GIMS: *“We are excited to offer many new experiences at GIMS 2020 and are confident that every visitor will find something to his taste, from the car enthusiast to the technology freak to the business executive to the event fan. And now, thanks to the new app, we’ll be able to extend the GIMS experience around the world and throughout the entire year; it will be a great source of information and insight on GIMS-related topics”.*

GIMS 2020

Visitors can expect to see a tremendous variety of exhibits; 150 exhibitors have already registered for GIMS 2020, including major car manufacturers as well as promising start-ups in the technology sector. Once again, GIMS can count on its valuable presenting partner; for the 5th time, the Swiss Federal Office of Energy will be present at GIMS with its co2tieferlegen campaign.

“At its 90th edition, GIMS combines tradition, passion and innovation. Visitors will be able to test the whole range: from mobility solutions for today to the visions of tomorrow, from efficient city cars to fast sports vehicles”, says Maurice Turrettini, President of the GIMS Board of Trustees.

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, 20Minuten, ABB, Media ONE

GIMS Tech



The future of mobility goes hand-in-hand with technological progress. At the special GIMS Tech exhibition in Hall 6, start-ups and service providers present the mobility of tomorrow. A test track for "small" mobility rounds off this special exhibition.

Partner: TCS

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

The Geneva International Motor Show

The Geneva International Motor Show (GIMS) is one of the most important and attractive trade fairs in the automotive world. It ranks among the "Top 5" worldwide. It is also the only annual exhibition in Europe recognised by the OICA (International Organisation of Motor Vehicle Manufacturers).

Palexpo, 12 December 2019

approx. 4'590 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

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Official Partner of the Press Room



Geneva International Motor Show

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