

# GENEVA INTERNATIONAL MOTOR SHOW

## FACT SHEET GIMS 2019

### KEY DATA

Dates:	7–17 March 2019
Press days:	5–6 March 2019
Frequency:	annual
First event:	1905 (First international Show: 1924)
Venue:	Palexpo – Geneva, International Exhibition and Convention Center
Next date:	5–15 March 2020 (press days: 3–4 March 2020)

### CATEGORIES OF EXHIBITS

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

### EXHIBITORS

- 184 exhibitors

### EXHIBITION SPACE

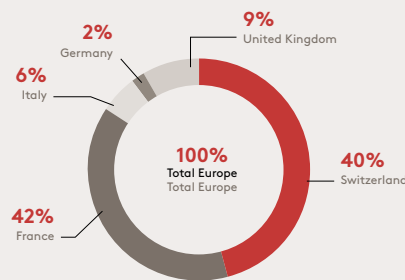
- 72,030 m<sup>2</sup> (net)
- 106,000 m<sup>2</sup> (gross)

### VISITORS

602,000 visitors

(40% from Switzerland, 60% rest of the World)

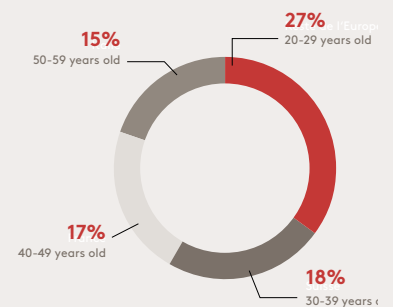
- Switzerland 40%
- France 42%
- Italy 6%
- Germany 2%
- Rest of Europe 9%



Most important age groups

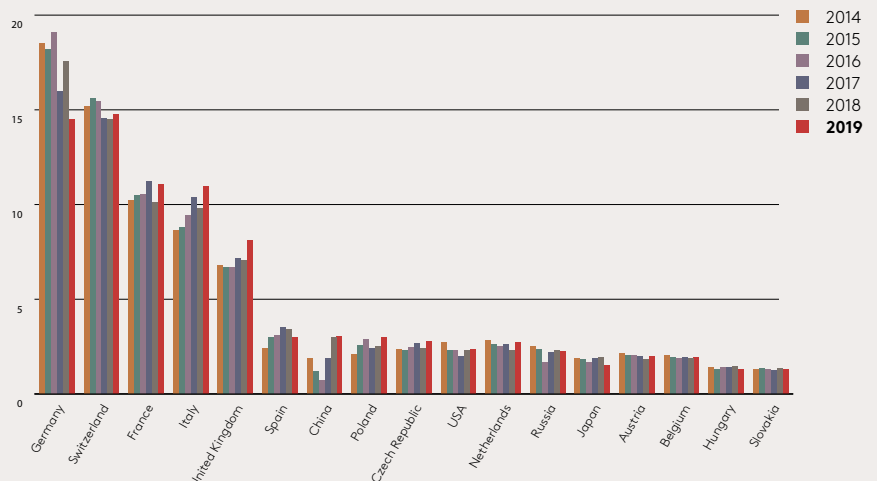
- 27% visitors „20–29 years old“
- 18% visitors „30–39 years old“
- 17% visitors „40–49 years old“
- 15% visitors „50–59 years old“

26 % Female, 74% Male



### MEDIA

- 10,000 media representatives attendance from 86 countries
- 75 exhibitors' conferences during the two press days
  - 143 World Premiers (131 cars & 12 OEM)
  - 25 European Premiers (21 cars & 4 OEM)



### Media profile

- 32% Press Printed
- 26% Web journalists
- 17% Press (web and printed)
- 5% TV
- 4% Agencies
- 2% Radio
- 14% others (bloggers, influencers etc) – accreditation via GIMS

- Downloaded content on [www.gims.swiss/mediacenter](http://www.gims.swiss/mediacenter) :

Total downloads **17,729 (+5,000)**

Videos **3,279 (+1,250)**

Photos **8,059 (+2,000)**

Text **6,391 (+4,500)**

- 5 Video News Releases, produced by GIMS. Taken by 408 Channels through the world, and de 6 h 35 airtime (1h30 more than last year) by End of March 2019

## WEBSITE / SOCIAL MEDIA

- 1.7 Mio visitors on the website [www.gims.swiss](http://www.gims.swiss)
- 250,000 fans on social networks gimsswiss (Facebook, Twitter, Instagram, Youtube)

**f** **153,059**  
likes **+7%**

**t** **23,646**  
followers **+11%**

**i** **70,178**  
followers **+108%**

**y** **1,184**  
followers **+58%**

Audience cumulée (non dédoublée)

**248,067** **+24.6%**

NB: Au 5 avril 2019, la progression continue avec une audience cumulée de 253'400 (+27,3%)

## CAR OF THE YEAR AWARD [www.caroftheyear.org](http://www.caroftheyear.org)

- Car of the Year 2019 Jaguar I-Pace
- 30,000 views on live-stream (Facebook and websites)

## SHIFT AUTOMOTIVE

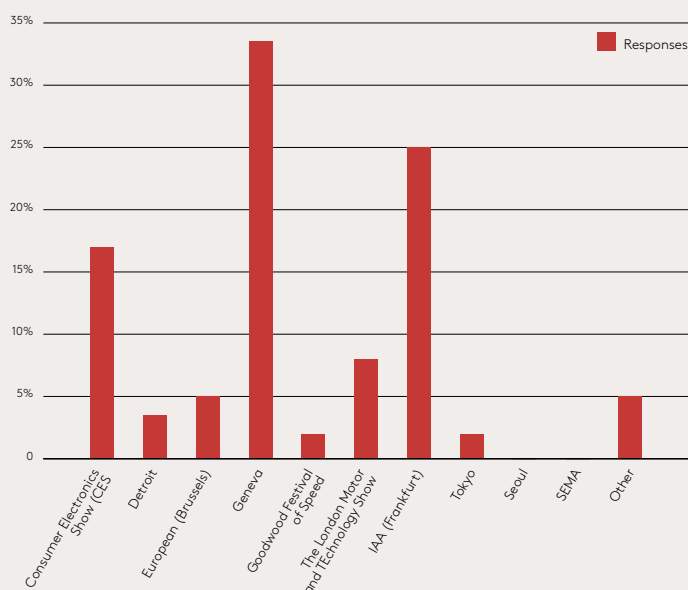
- 6 March 2019: Conference discussing „HOW NEW TECHNOLOGIES WILL CHANGE THE WAY WE THINK, LIVE AND DRIVE“.
- Partners: IFA, Messe Berlin and Palexpo. Supported by ITU

Stats 5 March - 9 April	Metrics
Media Downloads	116
Page Views for Shift Content	2,977

Stats 5 March - 9 April	Metrics
Average Time Spent on Stories	2.42 mins
Average Bounce Rate	40%

## PRESENTING PARTNER

- co2auplancher: promotion program for energy efficient cars in Switzerland on the initiative of the Federal Office of Energy.



The Geneva International Motor Show was chosen in a survey by the Autovista Group as the most important show for the automotive industry in 2019, with 33% of the votes: <https://autovistagroup.com/news-and-insights/which-show-most-important-automotive-industry-2019>

The Geneva International Motor Show is the only European annual international Motor Show recognised by the OICA (International Organisation of Automobile constructors) and is member of the "Top 5" worldwide.