

GENEVA INTERNATIONAL MOTOR SHOW



Exhibition

Scope 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

- 180 exhibitors

Exhibition Space

- 73'389 m² (net)
- 106'000 m² (gross)



Visitor

- 662,076 visitors (47% from Switzerland, 53% rest of the World)
- Most important age groups:
 - 39% visitors "20 – 39 years old"
 - 23% visitors "50 – 64 years old"

Key Data

Dates:	8 – 18 March 2018
Press days:	6 – 7 March 2018
Frequency:	annual
First event:	1905 (First international Show: 1924)
Venue:	Palexpo – Geneva International Exhibition and Convention Center
Next date:	7 – 17 March 2019 (press days: 5 – 6 March 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.



Event

Highlights & Events

- Car of the Year 2018: Volvo XC40
- 800 vehicles on display
- 123 World Premiers (109 cars & 14 OEM)
- 34 European Premiers (31 cars & 3 OEM)

Special exhibition

- TAG Heuer has motor racing in its blood: the Swiss watch manufacturer, official timekeeper of motor racing, presents its partnership in the automotive industry over 1,000 m².



Medias

Media

- 10,686 media representatives from 90 countries
- 78 exhibitors' conferences during the two press days

Presenting Partner

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

Sponsor Media Center

- Goodyear