

Press release



GENEVA INTERNATIONAL MOTOR SHOW ANNOUNCES ADDITIONAL SPEAKERS FOR 2020 VIP DAY PROGRAM

The Geneva International Motor Show ([GIMS](#)) today announced the addition of 10 new speakers for the exclusive [GIMS VIP Day](#) program taking place on Wednesday, 4 March 2020. Recently confirmed participants include executives from Acronis, Arrival, Dell Technologies, Polestar, ROKiT Williams Racing and the 5G Automotive Association, as well as championship drivers in NASCAR Cup Series and W Series racing. GIMS also introduced a fifth VIP Day session focused on increasing diversity in automotive.

Joining an already-impressive VIP Day lineup of industry CEOs, drivers and influencers, the latest speakers represent innovative electric vehicle makers, leading technology organizations and motorsport teams, among others. The most recent confirmations for the program include:

- Dr. Florian Baumann, CTO – Automotive & AI, Dell Technologies
- Serguei Belousov, Founder and CEO, Acronis
- Jamie Chadwick, 2019 W Series Champion
- Graeme Hackland, CIO, ROKiT Williams Racing
- Thomas Ingenlath, CEO, Polestar
- Ryan Newman, NASCAR Cup Series Driver, Roush Fenway Racing
- Dr. Cheryl Robinson, Founder, Ready2Roar and Contributor, ForbesWomen
- Dr. Johannes Springer, Director General, 5G Automotive Association
- Denis Sverdlov, Founder and CEO, Arrival
- Claire Williams, Deputy Team Principal, ROKiT Williams Racing

The VIP Day conference will explore the hottest topics shaping automotive tech, now and into the future, from autonomous driving to electrification, from advances in high-performance technology

to digital transformation. VIP Day will also shine a light on the critical issue of diversity with a session featuring pioneering women from across motorsport.

“At VIP Day, more than two dozen thought leaders and luminaries will take the stage in a series of dynamic, insightful and engaging discussions on the most important issues facing our industry today,” said Olivier Rihs, Managing Director, Geneva International Motor Show. *“GIMS offers a unique platform to discuss and debate the future of mobility and the impact it will have on individuals, organizations, industries and society. We’re looking forward to an amazing VIP Day program on 4 March.”*

GIMS VIP Day Conference Agenda

Held in the auditorium in GIMS Plaza in Hall 4, the full-day VIP Day program comprises five sessions:

From the Racetrack to the Road: Bringing Cutting-Edge Technology and Performance to the Consumer Experience | 10:00 – 11:00

- Alejandro Agag, Founder and CEO, Extreme E and Chairman, Formula E
- Sébastien Buemi, Driver, Nissan E.Dams
- Simona De Silvestro, Test and Development Driver, TAG Heuer Porsche Formula E Team
- Neel Jani, Driver, TAG Heuer Porsche Formula E Team
- Nico Müller, Driver, Geox Dragon
- Marco Parroni, Head of Global Sponsoring, Bank Julius Baer & Co. Ltd.
- Jean-Éric Vergne, Two-time Formula E World Champion and Co-Founder, Veloce Racing
- Claire Ritchie-Tomkins, Founder and CEO, Sine Qua Non (moderator)

Autonomous Vehicles: Building the World’s Most Experienced Driver | 11:30 – 12:15

- John Krafcik, CEO, Waymo
- Rajeev Chand, Partner and Head of Research, Wing Capital (moderator)

Electric Vehicles: Key to a More Sustainable Future? | 13:00 – 14:00

- Thomas Ingenlath, CEO, Polestar
- Michael Perschke, CEO, Automobili Pininfarina
- Mate Rimac, Founder and CEO, Rimac Automobili
- Denis Sverdlov, Founder and CEO, Arrival
- Roger Atkins, Founder and Managing Director, Electric Vehicles Outlook (moderator)

Digital Transformation in the Automotive World | 14:30 – 15:45

- Dr. Florian Baumann, CTO – Automotive & AI, Dell Technologies

- Serguei Belousov, Founder and CEO, Acronis
- Graeme Hackland, CIO, ROKiT Williams Racing
- William Li, Founder, Chairman and CEO, NIO
- Ryan Newman, NASCAR Cup Series Driver, Roush Fenway Racing
- Johannes Springer, Director General, 5G Automotive Association
- Shaun Collins, Founder and CEO, CCS Insight (moderator)

Driving Diversity in Motorsport | 16:15 – 17:00

- Jamie Chadwick, 2019 W Series Champion and Development Driver, ROKiT Williams Racing
- Claire Williams, Deputy Team Principal, ROKiT Williams Racing
- Dr. Cheryl Robinson, Founder, Ready2Roar and Contributor, ForbesWomen (moderator)

In addition to the executive-level conference program, VIP Day participants will have the exclusive opportunity to see the many world and European premieres that will be presented on the GIMS Media Day on 3 March. Attendees will also have the chance to test drive alternative fuel vehicles on the [GIMS Discovery](#) track*. For full details on VIP Day, including session descriptions and speaker bios, [visit our website](#).

[Ticketing for the 2020 GIMS VIP Day](#) is open on the GIMS website and the GIMS mobile app, as well as through partner Ticketmaster. Registered media and analysts will have access to VIP Day as part of their accreditation. Partners for VIP Day include Blick Group, Bank Julius Baer & Co., Dell Technologies and Ticketmaster.

** To manage the high demand for the test drive slots at GIMS Discovery, reservations for the drives will be made exclusively by raffle via the GIMS mobile app.*

GIMS Media Day

On GIMS Media Day, 3 March 2020, GIMS exhibitors will present their world and European premieres at their press conferences. Each of these conferences lasts 15 minutes. [The 2020 programme](#) is once again highly interesting, with 65 press presentations announced by GIMS exhibitors.

The Geneva International Motor Show

The 90th GIMS edition will be open to the public from 5 to 15 March 2020. The “Car of the Year” trophy will be awarded on 2 March 2020, while the GIMS Media Day and VIP Day are scheduled for 3 and 4 March, respectively. The Geneva International Motor Show 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. More information on GIMS can be found at [our homepage](#).

Palexpo, 5 February 2020

approx. 6'015 characters (incl spaces)

Accreditations:

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

GIMS VIP Day:

- 7:30 – 18:00
- CHF 200.- until 31 January 2020
- CHF 250.- from 1 February 2020
- [Ticketing GIMS](#) | [Ticketing Ticketmaster](#)

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](https://twitter.com/GimsSwiss) | [#OnlyinGeneva](https://twitter.com/OnlyinGeneva)