

## **GIMS Discovery in Hall 7**

### **Unique experience at the Geneva International Motor Show (GIMS) 2020!**

**From 2020, the GIMS offers a large indoor test track for electro mobility, the 'GIMS Discovery'. From 2nd to 15th March 2020, media representatives and visitors can test drive electric cars in Hall 7 of the GIMS.**

In 2020, Hall 7 of the GIMS will be converted into a large test track for electric cars. From the fascinating supercar to the practical car for everyday use, a wide variety of GIMS exhibitor models can be tested. "With GIMS-Discovery we offer a unique electro mobility experience. Looking at cars, finding out about them and finally driving them - everything takes place under one roof. The indoor test track is independent of the vagaries of time, weather and traffic. We are convinced that we will be able to inspire visitors, media representatives and exhibitors with this new proposition," says Olivier Rihs, General Director of GIMS.

Over the last few years, Hall 7 has been the meeting place for national accessory suppliers and garage owners. However, their interest in exhibiting at GIMS has waned. Since 2018, a working group composed of all the representatives of the sector and GIMS, have been working on the concept of a short trade fair for these exhibitors. The objective was clear: 70 exhibitors were to register by 1st July 2019. This target was not met, so this short trade fair cannot take place. Individual discussions will be held with the interested parties and the exhibitors who registered for this exhibition and, as far as possible, efforts will be made to seek alternatives.

Geneva, 2 July 2019

Approx. 1700 characters (incl. spaces)