

PRESS RELEASE

Fifteen days before the opening of the 88th Geneva International Motor Show the organisers of the event are smiling!

On the occasion of the preliminary press conferences for the 88th Geneva International Motor Show, the organisers have set the tone for the event: 180 exhibitors, more than 110 World and European Premiers will be presented in the course of some 70 press conferences, 900 models will be exhibited, 10,000 media representatives have been accredited and more than 700,000 visitors are expected. "The Geneva International Motor Show is in great shape! We continue to be vigilante regarding the evolution of the automobile industry and the changing needs of our visitors" declared Maurice Turrettini, President of the event. The Show will open its doors to the public on March 8, 2018 for the 11 days of the exhibition. All of the information regarding the organization, exhibitors plus help with planning visits can be found at the official website www.gims.swiss.

The 88th edition of the Geneva International Motor Show will open its doors to the general public from March 8-18, 2018. As usual, during the Press Days (March 6-7) the Motor Show will be the largest rendezvous for the main actors in the automobile industry: the CEOs of manufacturers, suppliers, top designers, analysts, political representatives, professional race drivers and prestigious ambassadors for the different brands exhibiting there. The new offerings from these exhibitors will be presented within the framework of some 70 press conferences with 15 minute intervals, including their views on private transportation today and tomorrow before an audience of around 10,000 media representatives. There will be more than 110 World and European Premiers presented at this time.

Following the Press Days, the Swiss Federal Counsellor, Mr. Guy Parmelin, will officially open the event to the public on Thursday, March 8th, in the presence of the Swiss representatives of the brands on exhibition, ambassadors from the manufacturer's countries, and many prominent local and regional personalities who will all be touring the exhibition.

The general public will discover the new Aston Martin stand which has moved to Hall 2, amid numerous constructors of exceptional « Super Cars » who will participate for the first time at the Motor Show. In Hall 6, Citroen will join the Peugeot stand and Jaguar and Land Rover will be united on the other side of the hall, all using much larger exhibition spaces. Visitors will also find, for the fourth consecutive year, a special exhibition sponsored by the prestigious watchmaker TAG Heuer in Hall3, which will feature race cars from Formula 1 and Formula E plus racing simulators.

But on which stand will we find the « Car of the Year 2018 »? The verdict will be announced on the Monday before the Press Days when the final vote and award presentation can be followed live on the site www.gims.swiss or on Facebook GimsSwiss. Finalists in this competition are: Alfa Romeo Stelvio, Audi A8, BMW 5-series, Citroen C3 Aircross, Kia Stinger, Seat Ibiza and Volvo XC40.

The Swiss Federal Energy Office (OFEN), a Presenting Partner of the Geneva International Motor Show, will enable visitors to discover the advantages of energy efficient vehicles in their exhibition for its campaign « co2auplancher » and their Salon Car Collector App., which enables visitors to win a vehicle that conforms to this category of efficiency.

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Finally, visitors from the automobile professions will be catered for in Hall 7 where they will find the special exhibitions from the SAA Expo. This area will bring together representatives of the Swiss national automotive supplier industry during the period of March 8-12, 2018, and will occupy about half of the Hall.

The Motor Show will welcome visitors during its 11 open days from 10:00 a.m. to 8:00 p.m. during the week and from 9:00 a.m. to 7:00 p.m. on weekends.

A number of special trains will be in circulation to and from Geneva Airport station for a more stress free and unencumbered trip to the Motor show. The CFF (Swiss National Railways Company) will be offering combined tickets (travel and Motor Show entry) at reduced prices. The Geneva bus company Line no. 5 will transport visitors from Geneva city centre and Geneva Airport directly to the entry of the Motor show.

Motorists who still insist on driving to the Motor Show will be directed by Geneva Police traffic brigade officers to one of the 12 parking areas surrounding Palexpo, or to the 5,600 parking places available during the week and the more than 10,000 available during the weekends (traffic info on RTS 1 FM, 91.2). Shuttle busses will be running from different stations to the Motor Show entrance at Palexpo. Visitors coming from France have the possibility to park at Vitam (ex-Macumba) in St-Julien-en-Genevois (74), which will also be serviced by shuttle busses.

To better prepare your visit, and for a chance to win a new car as well as purchasing your entry ticket on-line, go to the official website of the Geneva International Motor Show : www.gims.swiss, which will be continuously updated.

Palexpo, February 21, 2018

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