



## **GIMS Qatar 2023 - The Ultimate Festival of Automotive Excellence opened its doors to the public**

*Doha, October 8, 2023* – The wait is finally over. Geneva International Motor Show (GIMS) Qatar 2023, the highly coveted automotive event of the year, opened its doors to the public for an unforgettable automotive festival.

Sandro Mesquita, CEO of the Geneva International Motor Show: “Together with Qatar Tourism and our founding partners, we have been preparing this festival for two years. We are all excited to see the show coming to life and just as proud to welcome fans and visitors from around the world.”

Nearly a thousand members of the media from over 50 countries have already had the chance to explore the exhibition halls, the new models and innovations presented by the brands on October 6 during the Media Day.

GIMS Qatar invites now the public to join in the automotive celebration until October 14 in Doha. This is a unique chance for the public to immerse in a world-class exhibition, discover the latest innovations of the industry and share the passion for automotive excellence.

### **Key Highlights:**

#### **A Spectacular Lineup of Brands**

GIMS Qatar 2023 plays host to a dazzling array of 30 renowned automotive brands. From luxury to performance, this exhibition showcases it all, making it a must-visit for car enthusiasts of all tastes.

### **Witness World and Regional Premieres**

The visitors are among the first to witness automotive novelties with a lineup of 10+ global premieres and 20+ regional premieres.

### **Classics Gallery – DECC**

From Amiri cars to a Popemobile, visitors discover an exclusive line-up of the world's greatest motorcars. Showcasing some of the best cars ever made and the world's top concours winners, this unicorn exhibit is a must-attend event for all discerning classic car buyers, collectors and enthusiasts.

### **Adventure Hub – The Outpost Al Barari, Sealine**

Until 13 October, the Adventure Hub is the ultimate destination for all of adventure enthusiasts to gather, be entertained and participate at a unique and exclusive off-road vehicle activation. Inside the Sealine Desert camp, engaging and interactive activities cater to those seeking fun and entertainment, including options suitable for younger visitors. Meanwhile, outside the camp, adventure seekers can explore the surrounding dunes.

### **Future Design Forum – National Museum of Qatar**

On October 9, partnering with Qatar Auto Museum (QAM) and Car Design News (CDN), GIMS Qatar explores the future of car design. In the spectacular setting of the National Museum of Qatar, designed by Jean Nouvel, world-renowned speakers from the automotive design will discuss disruptive themes to explore the future of design in luxury cars and supercars.

### **Performance Hub – Lusail International Circuit - *by invitation only***

In partnership with Qatar Motor and Motorcycle Federation (QMMF), GIMS Qatar is organizing 3 exclusive track days for brands and their guests to enjoy premier access to the all-new Lusail International Circuit right after the Formula 1 champions. Track days are by invitation only.

### **City playground and Parade of Excellence – Lusail Boulevard**

As dusk turns to evening, from 12 to 14 October, the iconic Lusail Boulevard is morphing into an urban playground bringing the passion and energy of GIMS Qatar 2023 at its climax. Parade of Excellence (12 October only), spectacular action, entertainment and live performances all around, and a buzzing village area, there will be something for everyone at the Urban Hub.

### **GIMS TV – “The Daily Show”**

Every morning at 11.00am (AST) / 10.00am (CET) / 9.00am (BST), the public is invited to tune in to our daily programme, *The Daily Show*. Co-presented by Alexandra Legoux and Tarek Hawchar, *The Daily Show* offers an insider view on the Ultimate Festival of Automotive Excellence. The hosts will guide you through the new world and regional car reveals as well as the exciting activations and side

events at GIMS Qatar. *The Daily Show* is on air on the GIMS YouTube channel: <https://www.youtube.com/user/GVAMotorShow>

GIMS Qatar is not just an event; it's a celebration of automotive excellence and culture that will leave the visitors in awe. Alexandre de Senarclens, Chairman of the GIMS Foundation: "GIMS has been revealing the future of automotive since 1905. I am delighted that, together with our exhibitors and our Qatari partners, we are writing a new chapter and have successfully taken up the challenge of raising the GIMS brand even higher on the international stage in a format that has never been seen before."

GIMS Qatar promises an immersive experience for local and international visitors as well as car enthusiasts. At GIMS Qatar 2023, there's something for everyone.

### **Practical information about GIMS Qatar:**

- Where : DECC (Doha Exhibition & Convention Center)
- When: From 7-14 October 2023, 2 PM – 10 PM (daily) | 10 AM – 10 PM (Saturdays) GMT+3
- Ticket available at <https://tickets.virginmegastore.me/qa/others/20431/geneva-international-motor-show>
- Entire programm at <https://genevamotorshow.com/program-gims-qatar/>

### **About the Geneva International Motor Show (GIMS):**

The Geneva International Motor Show has been a springboard for the future of mobility since 1905. The GIMS is considered the most important motor show in Europe and one of the most prestigious and influential in the world. With the launch of GIMS Qatar, the Geneva International Motor Show is expanding its presence to include a new city host, Doha. The organiser and rights holder of the GIMS is the Geneva-based "Comité permanent du Salon international de l'automobile de Genève" foundation.

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