



GIMS Reborn: Geneva International Motor Show takes all-new approach for 2024

- Geneva International Motor Show (GIMS) 2024 more focused and experiential than ever before.
- The event will be open to the public from February 27 to March 3, 2024, at Palexpo, Geneva (Switzerland).
- Includes bespoke thematic immersions, masterclasses, one-of-kind exhibitions and Auto.Future.Now Forum.
- Media day to feature COTY prize-giving and 15 world and European premieres.

24 January 2024, Geneva. The Geneva International Motor Show (GIMS) 2024 will represent an all-new approach to the auto salon when it gets underway from 26 February to 3 March. Opening its doors for the first time since 2019, GIMS 2024 has been reborn into an event that gives both visitors and exhibitors greater value than ever before.

Alexandre de Senarclens, President of the Comité permanent du Salon international de l'automobile Foundation: "After a long absence of four years, the Geneva International Motor Show is back. We are delighted to be able to welcome again manufacturers and visitors at Palexpo with an innovative format. We embrace a dynamic and entrepreneurial rebuilding journey, and the ambition is to have the show growing year on year."

Unlike traditional motor shows, where brands bear much of the responsibility for storytelling and content creation, GIMS 2024 will see exhibitors and the organiser work in closer partnership. While hosting world renowned brands and their Premieres, GIMS 2024's new format brings bespoke immersive experiences developed in conjunction with the brands to decode the show theme of Auto.Future.Now, which is represented in four thematic areas: Adrenaline Zone, Design District, Mobility Lab and Next World.

Adrenaline Zone

A supercharged zone dedicated to high-performance vehicles, limited editions, bespoke creations and the world of motorsport.

Design District

An elegantly curated space celebrating the art and craftsmanship of automotive design. Visitors to the Design District can also take part in twice-daily “Learn to Sketch with Frank” masterclasses with automotive design legend Frank Stephenson, from 28 February to 1 March.

Mobility Lab

An innovation park for mobility providers and partners to inform, inspire and demonstrate their latest breakthroughs, and celebrate automotive innovation that is shaping the future.

Next World

Hosted in association with the creators of the Gran Turismo franchise, Polyphony Digital, visitors can challenge themselves and each other with a thrilling sim-racing experience. This initiative aligns with GIMS’ commitment to showcase new possibilities accelerating towards the technology of tomorrow.

Classics Gallery – “100 years of icons”

Marking GIMS’ 100th anniversary as an international motor show, the new Classics Gallery will contain 35 iconic cars that made automotive history, many of which made their debuts at previous Geneva salons. These include the 1961 Jaguar E-type ‘9600 HP’, the 1964 Porsche 901 ‘Quick Blue’ and 1964 Ferrari 500 Superfast. And for the first time in the history of the automotive industry, the two bodies of the Bugatti Royale 41.111 will be presented together: with the Roadster Esders and the Coupé de Ville Binder.

What to expect on Media Day (26 February)

Media Day will begin with the prize giving ceremony of the highly coveted Car of the Year 2024 award, which itself is celebrating its 60th anniversary in 2024. The ceremony will take place at the Car of the Year stand inside the salon and will be broadcast live online and on social media.

This will be followed by a programme of press conferences held by exhibitors, as well as 15 world and European premieres of a wide range of new vehicles.

Welcome to the VIP Day (27 February)

VIP day will be held on 27 February and plays host to the Auto.Future.Now Forum, where leaders from automotive, technology and design will share ideas and visions for the future of mobility. Luca de Meo, CEO of Renault Group; Natalie Robyn, CEO of FIA; Chris Bangle, MD of Chris Bangle Associates; Frederic Bertrand, CEO and Team Principal of Mahindra Racing; and Marco Parroni, CMO of Julius Baer, are among those who will take to the stage to discuss topics including electromobility, design evolution, autonomous driving and sustainability. Roger Atkins, Founder of Electric Vehicles Outlook will moderate the discussions.

Sandro Mesquita, CEO of the Geneva International Motor Show said: “GIMS 2024

represents a totally new way of holding a motor show. It is more focused and collaborative than ever before, with each of our exhibitors bringing something unique and adding to the visitor experience. This includes bespoke immersive experiences, high-level thought-leadership from those at the top of their game, and the world premieres that visitors expect from the Geneva International Motor Show.”

List of exhibitors (23.01.2024):

1. Automobile Club de Suisse (ACS) / Auto Gewerbe Verband Schweiz – Union Professionnelle Suisse de l’Automobile (AGVS/UPSA) / Avenergy / Routesuisse
2. Assura
3. Auto-i-DAT
4. Beeway
5. BYD
6. Caresoft Global Limited
7. Classics Legends Motor
8. DAB Motors
9. Dacia
10. ErreErre Fuoreriserie
11. Fédération Internationale de l’Automobile (FIA)
12. Formula 1 Merchandising
13. GP Motorsport
14. Isuzu
15. Kimera
16. Lazareth
17. Legends Magazine
18. Lucid
19. Martin Engler
20. MG Motor
21. Microlino
22. Pininfarina
23. Race World
24. Renault
25. Shenzer
26. Silence
27. Swiss Racing Lab
28. Touring Club Suisse (TCS)
29. Totem Automobili

Beyond 2024

Driven by the firm belief that the GIMS has a central role to play in the automotive landscape, the show is already scheduled to return in 2025, with dates for the Geneva show to be announced at the end of GIMS 2024. GIMS Qatar will also return to Doha in Q4 2025, with dates announced in due course.

For information on ticketing, please go to www.genevamoshow.com.

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. GIMS takes place every year in Geneva. Since October 2023 and the launch of GIMS Qatar, the Geneva International Motor Show has included a second city host, Doha. GIMS Qatar will be held every two years. The organiser and rights holder of the GIMS is the Geneva-based "Comité permanent du Salon international de l'automobile de Genève" foundation.

Website: www.genevamoshow.com

GIMS Media Contact: media@genevamoshow.com

Media Center : <https://genevamoshow.com/media-center>

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Geneva International Motor Show, Route François Peyrot 30, Geneva, Le Grand-Saconnex 1218,
Switzerland

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