

27 FEBRUARY - 3 MARCH 2024

FACT SHEET

EVENT PROFILE

- **VENUE** PALEXPO, HALLS 2 & 4
- **MEDIA DAY** 26 FEBRUARY 2024
- **VIP DAY** 27 FEBRUARY 2024
- **PUBLIC DAYS** 28 FEB. - 03 MAR. 2024

EXHIBITION HIGHLIGHTS

- **24,000m²** Gross Space
- **157** Vehicles on Display
- **19** Car Manufacturers
- **13** World Premieres
- **10** Regional Premieres

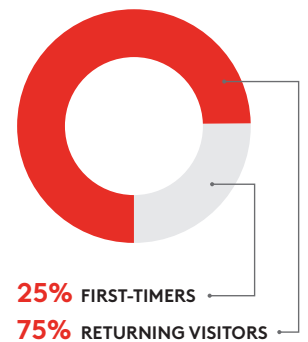
37
EXHIBITORS

SPECIAL EXHIBITS & EVENTS

- **THE CAR OF THE YEAR 2024**
Renault Scenic E-Tech Electric
100K Live-stream views
- **AUTO.FUTURE.NOW FORUM**
5 Sessions | **10** Speakers
- **CLASSICS GALLERY (100 YEARS OF ICONS)**
Exclusive line-up of 40 vehicles
- **NEXT WORLD (GRAN TURISMO CHALLENGE)**
5 Racing Seats | **5,000** Participants
- **DESIGN MASTERCLASS**
7 Sessions | **200** Participants

VISITORS

167,750
TOTAL VISITORS



COUNTRY OF ORIGIN

- **52%** Switzerland
- **33%** France
- **4%** UK
- **2%** Italy
- **1%** Germany
- **9%** Other

PURCHASE INTENT

- **26%** within the next 12 months
- **22%** within the next 2 years
- **21%** within the next 5 years
- **33%** not planning to buy a car

MEDIA

1,975 ACCREDITED JOURNALISTS

ORIGIN

- 17% Swiss
- 60% European
- 23% World

MEDIA SECTORS

- 41% Print
- 30% Online
- 11% TV
- 6% Freelancer
- 5% News Agency
- 3% Radio
- 4% Other

150
INFLUENCERS

MEDIA TYPES

- 43% Automotive
- 26% News
- 8% Economy
- 6% Lifestyle
- 6% Technology
- 4% Sport
- 7% Other

ONLINE COVERAGE

7,000 ARTICLES | **2,200** OUTLETS | **500M** IMPRESSIONS

VIDEO NEWS RELEASE (VNR)

1 HOUR AIR-TIME | **65** TOP CHANNELS

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OWNED CHANNELS

281,500 FOLLOWERS

500+ POSTS & STORIES

7 DAILY SHOWS

2M TOTAL VIEWS

5M IMPRESSIONS

PAID MEDIA

77M TOTAL IMPRESSIONS
SWITZERLAND & FRANCE

PAID SOCIAL

12M IMPRESSIONS

400K VIEWS

OFFLINE

45M CONTACTS

SEARCH & DISPLAY ADS

20M IMPRESSIONS

150K CLICKS

745 POSTERS/ADS
(OOH, DOOH, RADIO, PRINT)