

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**

- **24,000m<sup>2</sup>** 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

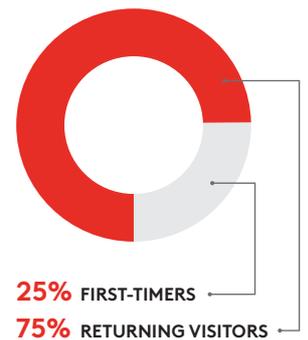
**VISITORS**

**167,750**  
**TOTAL VISITORS**

**70%** 18-50 Years old

**72%** Passion for Cars

**52%** With Partner/Family



**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

**150**  
INFLUENCERS

**MEDIA SECTORS**

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

**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

**SEARCH & DISPLAY ADS**

 **20M** IMPRESSIONS

 **150K** CLICKS

**OFFLINE**

 **45M** CONTACTS

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