



Tour d'Excellence Epilogue

April 9th, 2024

Tour d'Excellence Epilogue by GIMS - The pioneering sustainability journey with an electric VW ID Buzz continues from Doha (Qatar) to Salalah (Oman).

The Geneva international Motor Show (GIMS) is a leading motor show since 1905 and is celebrating the 100th anniversary of its first international exhibition in 2024. GIMS held its first edition outside Switzerland - the GIMS Qatar - in October 2023.

In order to be recognized as the leading motor show in the Middle East, to celebrate the partnership of excellence between Geneva and Doha, and to symbolically connect the two host cities of GIMS events, the "Tour d'Excellence" was created and took place in September 2023.

This exciting, pioneering, and sustainable journey with VW ID Buzz electric vehicles covered more than 8'000 km of which more than 4'000 km without a suitable charging station. Thanks to ingenuity and the strong will to succeed, recharging was improvised in hotels, shops and petrol stations.

Across 12 countries and in 34 days, the ultimate adventure found a global echo and impact. Organizing representative of Swiss automotive innovation and sustainability to make the Tour d'Excellence a reality, Frank M. Rinderknecht, CEO of the renowned company Rinspeed Inc., Guinness record holder, and 42-time GIMS exhibitor, is the perfect match for pioneering spirits. "I am very honored and proud to work with Sandro Mesquita and his team at GIMS, but also with various partners, to make ideas and dreams come true. This philosophy has guided my 46-year career and has become part of my DNA", says Frank. "The fact that we achieved the goal on time with just one punctured tyre makes all the members of the team very proud, and unforgettable memories will remain with us forever", adds Frank.

After five-month on show at the Doha Expo, the electric VW ID Buzz nicknamed "IDeFix" will resume its adventure in April with the "Tour d'Excellence Epilogue". This time, the journey leads from Qatar to the Kingdom of Saudi Arabia, the seven Emirates, the Northern tip, then to the Southern tip of Oman via Muscat. Once again, innovative thinking will be required to cover much of the 3,500 km journey, as there are no charging stations available.



The Oman Sustainability Week will be the final destination of the "Tour d'Excellence Epilogue" aimed at promoting the GIMS, its visions and efforts in sustainability, innovation, and its global positioning.

The Harting Technology Group is on board for this extraordinary journey. As VW's Tier 1 supplier of electrical cables, winner of the VW Group Award 2020 in the E-Mobility category and ID.Buzz supplier, it develops robust, reliable and user-friendly charging solutions. Marco Grinblats, Managing Director of Harting Automotive, explains: "By participating as a partner in the 'Tour d'Excellence' and its 'Epilogue', we have once again seized the opportunity to demonstrate the performance of our e-mobility solutions. Robustness and performance - these product features are important on this tour. Here the team can fully rely on our charging solutions."

During the epic Muscat-Salalah leg of the electric vehicle expedition, Frank and his team will stop overnight at Oman's world-class workforce accommodation, Renaissance Village Duqm (RSVD), to recharge man and machine. Speaking on the occasion, Sami Al Shaikh, General Manager of Renaissance Village Duqm, said: "As a pioneer of world-class standards and sustainability in worker accommodation welfare in Oman, Renaissance Services is delighted to support this pioneering journey, which brings electric vehicle mobility forward in the region." Renaissance Services, which owns and operates RSVD, is Oman's leading company specialized in accommodation, services solutions and IFM in Oman.

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.genevamotorshow.com

GIMS Media Contact: media@genevamotorshow.com

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

Available with various content (images, videos and documents) for editorial purposes only.