

Dear Media Representatives,

We look forward to welcoming you to the Geneva International Motor Show on 4 March 2019.

All our press releases can be found at the [Mediacenter](#), which is available on our [website](#). There you will also find royalty-free images at your free of charge: Video News Releases on premieres, interviews, reports etc. in HD quality but also HD photos of personalities, premieres and the ambience. The platform is accessible without login.

We produce 5 video news releases that will be broadcasted on the Eurovision satellite and can be downloaded from the [Mediacenter](#):

Monday, March 4, 2019 (VNR after 6 p.m)

- Preview images (car arrivals, building-up of stands, interviews)
- Car of the Year Award highlights (ceremony highlights + reactions)

Tuesday, March 5, 2019 (VNR at 12 a.m and 1 VNR after 5 p.m.)

- Highlights of the Press Day (Car premieres, CEO interviews, images, VIP's arrivals)

Wednesday, 6 March 2019 (1 VNR after 5 p.m.)

- Conference Shift AUTOMOTIVE

Thursday, March 7, 2019 (1 VNR after 2 p.m.)

- Opening Ceremony and door opening for visitors

We would like to draw your attention to the [information provided by the Federal Office of Communications \(OFCOM\)](#) regarding the use of wireless microphone systems and cameras on Swiss territory.

We look forward to seeing you from this Monday onwards:

4 March 2019: Car of the Year Award Ceremony

The election of the Car of the Year will take place on Monday, 4 March, 15:00 in Room C of the Palexpo Congress Centre. Link to live streaming: our [website](#) and [Car of the Year website](#).

After the Car of the Year Ceremony for the, the international press conference of the "[1000 Miglia](#)" takes place from 4:00 p.m. in the Villa Sarasin (5 minutes' walk from the Congress Centre) and is organised by the 1000 Miglia Organisation and Chopard.

5 March 2019: Press conferences

Our exhibitor's press conferences will begin on Tuesday, 5 March at 7:45 a.m. with the presentation of the FIA. Jean Todt, Alejandro Agag, James Geidel, Oliver Ciesla, Torben Olsen and Chase Carey will be present as ambassadors for all the global FIA championships, including Formula 1, the World Rally Championship and Formula E.

- [Conference Programme](#)
- [List of the stars and VIPs registered by the exhibitors](#)

6 March 2019: further press conferences and Shift AUTOMOTIVE

The first press conference on Wednesday will take place in Hall 7 at 8:45 a.m. and further press conferences will be held until 9:30 a.m.

At 10:00 a.m. the Forum Shift AUTOMOTIVE starts in Hall 6 at the Abarth booth. It is open to all accredited journalists. At the forum, experts from the technology sector will discuss the influence of new technologies on the automobile world and the challenges for the future.

- [Program Shift AUTOMOTIVE](#)

Our media partner [Auto Futures](#) will report on the Shift AUTOMOTIVE conference. Copyright-free editorial and video content will be available to journalists and media outlets on their [website](#) including interviews with Shift AUTOMOTIVE's key speakers and reports from the Conference.

7 March 2019: Opening Ceremony

The opening ceremony will take place in the presence of the Federal Councillor Ignazio Cassis on Thursday, 7 March from 10:00 a.m. in the Palexpo Congress Centre, room B. The speeches will be open to the public.

Last but not least, Didier Drogba of Chelsea FC will visit the Yokohama stand (stand 4231) at 1:30 p.m. on Friday, 8 March. Media representatives are cordially invited.

We look forward to welcoming you to Palexpo and the Geneva International Motor Show and wish you successful press days.

Palexpo, 1 March 2019

(approx. 3,550 characters incl. spaces)