

**The 89th Geneva International Motor Show opens in two weeks' time!**

***This week the Geneva International Motor Show organisers announced arrangements for the 89<sup>th</sup> edition of the Show from 7 to 17 March 2019: more than 100 world and European premieres are to be presented during the press days. And the "Car of the Year" trophy will be awarded once again at the Motor Show. The speakers at the "Shift AUTOMOTIVE" conference on 6 March have been named. The Organising Committee welcomes the opportunity to accompany Federal Councillor Ignazio Cassis on a tour of the Show at its inauguration on 7 March 2019. Last but not least, visitors' travel to the Show will be facilitated. Full information about the organisation, exhibitors and useful tips for a visit can be found on the official website [www.gims.swiss](http://www.gims.swiss).***

***Tradition meets up with modernity***

70 exhibitors will be presenting their latest models to some 10,000 media representatives on the official press days scheduled for 5 and 6 March. They have announced more than 100 world and European premieres; the final number is certain to be higher. To what can we already look forward? Firstly, Bentley Motors will be celebrating its 100<sup>th</sup> anniversary with a highlight, while the Motorworld Group will showcase classic automobiles in general. As is the case every year at the Geneva International Motor Show, hypercar makers such as Ferrari, Lamborghini, McLaren, Aston Martin, Pagani or Koenigsegg will be putting exciting new vehicles on display. Roland Gumpert has announced a fascinating methanol-powered hybrid superspeed car. We also expect to see the brilliant advanced version of the Flying Car by Pal-V. Last but not least, exciting electric cars will be on show; to name just two examples, they include vehicles by E.Go and an absolute newcomer "Mark Zero" from Piëch.

Will visitors discover the "Car of the Year" 2019 at the Geneva International Motor Show? This award is to be presented, already for the eighth time, at 15.00 on Monday, 4 March at the Geneva International Motor Show. Seven cars are finalists. They are the Alpine A110, Citroën C5 Aircross, Ford Focus, Jaguar I-Pace, Kia Ceed, Mercedes-Benz A-Class and Peugeot 508. Car of the Year President, Frank Janssen of Stern magazine, will present the trophy to the winner. The "Car of the Year" will be selected by a jury of 60 prominent motor journalists. Their aim is to pay tribute to the most outstanding new car which has been launched on the market in the last twelve months before the prize award.

**What else is in store for Motor Show visitors?**

Federal Councillor Ignazio Cassis will officially open the 89th GIMS on the morning of Thursday, 7 March in the presence of Swiss brand representatives, ambassadors from the manufacturing countries and numerous prominent national and regional figures. He will then go on a tour of the exhibition halls. Still more brand groups will be joined up this time. In 2019, Renault, Dacia and Mitsubishi will all have adjacent exhibition stands. In other words, the biggest brand groups have now been brought together.

The "Abarth" special display in Hall 6 will delight automobile lovers. This showcases part of Engelbert Möll's collection: "I welcome the fact that some twenty models will be on display at this year's GIMS, not least remarkable Abarth racing cars from the 1950s to the 1990s!", André Hefti, GIMS Managing Director, points out.

There will again be another special Tag Heuer exhibition to admire in Hall 3. In 2019, the watch manufacturer is feting the 50<sup>th</sup> anniversary of the TAG Heuer Monaco. Visitors will have an opportunity to discover this timepiece and its history, immerse themselves in the watchmaker's art and experience at first hand its commitment to motor sport through oldtimers and race simulators.

Finally, visitors who are interested in accessories and equipment should not wait too long before going to Hall 7, because the Specialist Trade Fair (SAA Expo), which occupies less than half of this Hall, will once again be shorter this year: open from 7 to 11 March.

**co2auplancher is a Presenting Partner at the 89<sup>th</sup> Geneva International Motor Show.**

co2auplancher is an initiative of EnergieSchweiz to promote energy-efficient vehicles. These include all passenger cars which feature a maximum CO<sub>2</sub> emission value of 95 g/km and fall within energy efficiency category A or B. Right now, these vehicles already meet the statutory CO<sub>2</sub> target value stipulated for 2020. Cars of this kind can be found on many stands at the Geneva International Motor Show. To highlight these positive developments, co2auplancher has developed the "Salon Car Collector". The "Salon Car Collector" enables visitors to photograph energy-efficient cars and co2tieferlegen partner stands and file them in a digital collection pass. With luck, they may even win a car.

**"How new technologies will change our ways of thinking, living and driving."** These issues will be discussed at the Shift AUTOMOTIVE Forum in Hall 6 on 6 March. The program is particularly promising: speakers from global companies including Microsoft or Harman, innovative start-ups, think tanks and universities will be discussing the influence of new technologies on the automotive world. The conference is being organized with IFA Berlin and in partnership with the International Telecommunication Union (ITU). The media partner AutoFutures.tv will be reporting on the Shift Automotive conference in special commentaries and TV contributions and will make the video material freely available as footage on its platform. Interested visitors can buy tickets at <https://www.gims.swiss/shift-automotive>

**Travel to the event**

This year, over and above frequent scheduled services to and from Geneva Airport, the SBB Swiss Railways will again be running extra trains from several parts of the country. SBB combi-tickets all permit travel and admission to the event at specially discounted prices. The Geneva Public Transport company's bus service (TPG - Route 5) takes visitors straight to the entrance door to the vehicle exhibition halls from the city centre or airport.

Drivers have access to twelve indoor and open-air car parks in the immediate vicinity of the Palexpo Halls. 5,500 parking spaces are available with as many as 10,000 at weekends. The Geneva traffic police use a real time procedure to control traffic flows. In other words, the car parks will be opened as a function of the number of spaces in use and the traffic density. Shuttle buses will provide a direct link between the open-air car parks and the main entrance to the Show.

Further information about the Geneva International Motor Show can be found on the official website which is constantly updated [www.gims.swiss](http://www.gims.swiss)

Palexpo, 20 February 2019

(approx. 6,700 characters, spaces included)