

GIMS 2020: new concepts building on proven strengths

The **Geneva International Motor Show (GIMS)** is setting a new trend. Yesterday, the Board of Trustees of the Geneva International Motor Show Foundation adopted a number of measures designed to make GIMS even more attractive and interactive for visitors, exhibitors and media representatives. Three new concepts have been outlined: “GIMS-Discovery”, a comprehensive range of test drives for visitors and media representatives, the aim being to enable visitors and the media to experience electro-mobility for themselves; “GIMS-Tech”, a special exhibition in which new technologies and their influence on the automobile will be on-show can be tried out; on “GIMS Media Day” GIMS will intensify its conference programme for the second press day. The GIMS digital platform is to be massively extended. One week before the closing date for potential exhibitors to register, the major motor manufacturers are already certain of their presence at GIMS 2020. Thanks to these measures, the 90th edition of GIMS will become THE experience platform around automobile and mobility.

GIMS is THE platform for the automobile and mobility in Europe

The 90th edition of GIMS will be even more interactive and will tempt and surprise visitors with its new innovative concepts. Both the physical and digital visits to GIMS should offer the public, exhibitors and the media a uniquely attractive environment. The new concepts are called “GIMS Discovery”, “GIMS-Tech” and “GIMS-Media Days”. What is more, a new digital platform will provide a new experience zone.

Maurice Turrettini, President of the Geneva International Motor Show, comments: *“Our aim is to transform a visit to GIMS into an all-round experience for car lovers and technology freaks, professional visitors and those interested in cars, young and old alike. We on the Board of Trustees want to highlight the experience of future mobility even more intensely. At the same time, we welcome the many traditional exhibitors who have registered. With our new concepts, we are able to build on our proven strength – that of Geneva as the meeting place for the finest automobile marques”.*

GIMS-Discovery

A direct electromobility experience will be on offer at GIMS. In 2020, for the very first time, GIMS will organise a 13-day programme of test drives in electric cars known as “GIMS Discovery”. This is one of the new concepts enabling tomorrow’s mobility to be experienced today. The aim is to allow all kinds of different models to be tested, from fascinating

supercars to the regular run-around, from innovative prototypes to well-established marques. *“From 2020, both in Switzerland and in the European Union, the existing Co2 limit is to be cut progressively to 95g/km for new passenger cars. However, the fact remains that some 97% of all car owners have never driven an electric or hybrid vehicle up to now – we want to close that gap!”*, comments Olivier Rihs, who took over the reins as Managing Director of the Geneva International Motor Show 2020 on 1st February this year.

GIMS-Tech

GIMS-Tech is another new GIMS platform. Visitors to GIMS can meet start-ups from the automobile industry, suppliers of the latest mobility services and innovative technology companies at this new module within the Geneva International Motor Show. This makes GIMS-Tech the meeting place for pioneer tech and infrastructure companies working in the field of mobility. GIMS-Tech is intended for all mobility providers. *“We want GIMS to become an unforgettable event for all the target groups. Visitors to GIMS will experience individual mobility in all its forms. At GIMS-Tech they will be able to discover the new trends set by manufacturers and technology firms, thus gaining a valuable insight into the future”*, points out Olivier Rihs.

GIMS Media Days

As was already the case in recent years, the “Car of the Year” award will be presented on the Monday before the GIMS Media Days. Tuesday, the first Media Day, will be an opportunity for the motor manufacturers to present their many new models, as in previous years. On the other hand, the second Media Day will be more interactive and glamorous and form a unique experience. Various rounds of presentations and discussions will be organised in partnership with interested exhibitors, on the subject of tomorrow’s automobiles and mobility. The day will end with a get-together and interview opportunities.

New Digital Platform

Last but not least, the Board of Trustees of the Geneva International Motor Show has agreed to invest in the development of a global communications strategy and the creation of a new digital platform. The Jung von Matt/ Limmat agency, based in Zurich, has been invited to build this platform and develop a global marketing campaign. *“We are delighted to support a legendary Swiss institution such as the Geneva International Motor Show in setting up a digital experience and to help shape the show of the future,”* says Roman Hirsbrunner, CEO of Jung von Matt/Limmat.

The Geneva International Motor Show

The 90th GIMS edition will be open to visitors from 5 to 15 March 2020. The “Car of the Year” Trophy will be awarded on 2 March, while the GIMS Media Days are scheduled for 3 and 4 March 2020. 1 July 2019 is the closing date for potential exhibitors to register.

The Geneva International Motor Show is one of the world’s top five global motor shows recognised by the International Organization of Motor Vehicle Manufacturers (OICA). It is the only one to be held every year in Europe. GIMS 2019 once again confirmed its leading position with all the space in the Palexpo exhibition halls fully occupied and the unveiling of 164 world and European firsts. The highlights can be found on the official Internet site www.gims.swiss.

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