

## From classic to modern vehicles, every aspect of the car is on display

On Thursday 7th March 2019, Swiss Federal Councillor Ignazio Cassis officially opened the 89th Geneva International Motor Show (GIMS) to the public. The official opening was preceded by the press days during which exhibitors presented 152 World and European premieres to journalists. The exhibited models on show also offer fresh insights into the world of technology, like those exchanged at the Shift AUTOMOTIVE conference held on 6th March. Meanwhile, social networks and the hashtag #gimsswiss are attracting huge interest. The Motor Show will run until 17th March 2019.

During his opening address, Federal Councillor Ignazio Cassis pointed out that many visitors flock to the Motor Show because they intend to buy a new car, but most visitors come to find out about the latest new developments and automotive technology. For those visitors who have streamed to the show since it opened on 7th March all agree that the GIMS covers the full range of vehicles, from practical everyday cars to fantastic concept cars to the supercars of enthusiasts' dreams. There are 34 new exhibitors displaying their products at the 2019 GIMS, where unusual vehicles and cars from all over the world can be admired. One of the show's highlights is an exhibition celebrating 70 years of the Abarth brand.

### Spotlight on energy-efficient vehicles

In addition to presenting unusual designs and the latest available features, the GIMS also showcases the wide range of energy-efficient vehicles on offer, promising low fuel consumption and low CO<sub>2</sub> emissions. 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. Many stands at the motor show are exhibiting lower-emission cars. To showcase these positive developments, the presenting partner at GIMS 2019, for the fourth year running, is SwissEnergy, with its energy-efficient vehicle campaign, co2auplancher. Co2auplancher's Salon Car Collector website <https://co2auplancher.ch/fr-ch/saloncarcollector> ramps up the attention on energy-efficient vehicles at the GIMS even further, including a competition which will see the lucky winner drive off with a brand new car.

### Find out all about the latest technological advances at the GIMS

GIMS President Maurice Turrettini says: "We recognise that the Geneva Motor Show needs to continue bringing together automotive industry players to foster ongoing innovation. However, it's just as important to promote and present the technological innovations essential for developing all forms of mobility". So, on the one hand, the GIMS is spotlighting technological progress, in the form of the innovative vehicles on display on every stand. On the other hand, experts attending the Shift AUTOMOTIVE conference held on 6th March looked further into the future, with 14 speakers from the technology sector - including Chaesub Lee, Director of the ITU Telecommunication Standardization Bureau and Avijit Sinha, Senior Director IOT and Intelligent Edge at Microsoft - discussing how new technologies are changing the way we think, live and drive. The presentations and visual material from the conference can be downloaded from the GIMS mediacenter [www.gims.swiss/mediacenter](http://www.gims.swiss/mediacenter). Additional material for members of the media is available on the website of the partner Auto Futures [www.autofutures.tv](http://www.autofutures.tv).

### The GIMS on social networks

The GIMS community has grown tremendously since the launch of the press days and continues to expand on a daily basis, offering users a virtual experience of the highlights of GIMS, combining a

360° on-board experience with exclusive interviews and statements made at press conferences. For example, the interaction on Facebook has increased by 7,315%, with some 1.3 million people following posts made on the page. Meanwhile, the GIMS's YouTube channel has been viewed 1.2 million times and Instagram has even notched up 5.7 million views. Finally, the hashtag #gimsswiss has been shared 345,000 times on Twitter.

#### **Getting to the Geneva International Motor Show**

The Swiss Federal Railways (SBB/ CFF) <https://www.sbb.ch/en/leisure-holidays/ideas/offer.html/veranstaltungen/auto-salon> have put on various additional trains to the GIMS. SBB's combined travel and GIMS admission ticket can be loaded onto users' SwissPass. Anyone paying for same-day admission on the spot or via a Geneva Public Transport (tpg) <https://tpg.ch/salon-automobiles> ticket machine after 16:00 will benefit from a 50% discount. The 89th GIMS will continue until Sunday, 17th March 2019.

For more information, see the official GIMS homepage [www.gims.swiss](http://www.gims.swiss) and the latest posts on social networks: #GimsSwiss.

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