

Geneva International Motor Show: exceptionally high-quality and satisfied visitors

The 89th Geneva International Motor Show closed its doors on Sunday evening. Exhibitors were delighted with the quality of the show and the high interest of its visitors. Visitors to the Motor Show particularly welcomed the unusually broad mix of exhibitors. Reports about the Motor Show both in the traditional media and on the social networks confirm the exceptional stature of the Show as a global communications platform.

Exhibitors at the Geneva International Motor Show reported strong interest on the part of visitors this year. They highlighted their opportunity to make very valuable contacts on this occasion, and believed their presence at the Show had therefore paid rich dividends. Once again, they stressed the exceptionally high quality of the Show organization.

Apart from the familiar and traditional makes, visitors for their part were able to discover many innovations that had not previously been on display at a motor show in Europe. 34 new exhibitors were present at the Geneva International Motor Show, including for instance a vintage three-wheeler from Estonia (Nobe Cars), Russian government limousines (Aurus) or the Italian Berlinetta by Puritalia. The Palexpo electronic access system recorded 602,000 visitors on Sunday evening one hour before the closing (-9% compared to 2018).

Visitors showed particular interest in the stands that offered them a special experience. These included the stands of Citroën, Renault or TAG Heuer with the opportunity to take a drive on a race track simulator or McLaren, where every admiring fan was able to sit down in one of these awesome sports cars. "This interest strengthens our intention to position the Geneva International Motor Show even more as an experience trade fair in future. We think that we will be able to attract a broader audience again to future events when we will be showing all aspects of mobility," comments Maurice Turrettini, Chairman of the Geneva International Motor Show.

The initial results of a visitor survey confirm the impression that the Motor Show audience was particularly interested in this event. 80% of them are of working age (between 19 and 64). 25% indicated their intention of buying a car by 2020. That is not just a good sign for the Geneva International Motor Show, but also signifies a highly promising outlook for the automobile industry in Switzerland - especially if we deduct the number of foreign visitors coming from all over the world (around 50%) and compare the remaining 300,000 visitors with new car sales in Switzerland (more than 310,000 units annually since 2015).

Some 10,000 media representatives from all over the world attended the Geneva International Motor Show and covered over 151 World and European premieres. This media coverage particularly on the social media proved especially popular. Some 5.8 mio views were recorded on the Instagram account, the GIMS counts 154,000 fans on Facebook and the #gimsswiss was shared 345,000 times on Twitter, while around 1.5 million visitors consulted the www.gims.swiss website. "We welcome the fact that the Show attracts such global interest, confirming the view that our digital communication strategy is on the right track. Nowadays visitors do not just come to the Show in person, they also pay a digital visit. We want to present the images of our exhibitors and of our Show to the whole world," André Hefti, director general of the Motor Show is delighted to point out.

The Geneva International Motor Show is already planning the 90th edition of the event. Next year, the Motor Show last for 11 days as usual and will be held from 5 to 15 March 2020.

A retrospective of the 2019 Show can be found on the official website www.gims.swiss and also on social media #GimsSwiss.

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