

WORDLFEED: 1700GMT

DURATION: 29:45

Headline: High-priced sports cars and luxury vehicles dominate the 85th Geneva Motor Show.

SHOWS: GENEVA, SWITZERLAND (MARCH 3, 2015) (GENEVA INTERNATIONAL MOTOR SHOW)

GENERAL VIEWS

1. VARIOUS OF GENERAL VIEWS AT PALEXPO, CROWD, HOSTESS

CAR PREMIERES

FERRARI: 488 GTB

2. VARIOUS OF FERRARI 488 GTB BEING PRESENTED

3. (SOUNDBITE) (English) NICOLA BOARI, PRODUCT MARKETING DIRECTOR, SAYING:

"The V8 sport has been with Ferrari now for 40 years. This is actually a nice celebration for the 488 as well. And it's always been the most iconic Ferrari, with the engine in the back, the most agile one, which is a strong part of our product range, representing a large portion of our sales almost in all countries. So for us it's a fundamental model. And it comes as a coupe and will also come in different models like the spider satisfying clients from all over the world."

4. (SOUNDBITE) (English) NICOLA BOARI, PRODUCT MARKETING DIRECTOR, SAYING:

"Ferrari as you know has a mission which is we want to keep exclusivity of the brand and this is also good because we're not particularly effected by ups and downs of the markets. For sure we are ready to take opportunities but we are also very keen to keep the exclusivity of the brand. So for us the market is going pretty stable and slowly growing well."

LAMBORGHINI: Aventador SV

5. VARIOUS OF NEW LAMBORGHINI AVENTADOR SV BEING PRESENTED

6. (SOUNDBITE) (English) STEPHAN WINKELMANN, PRESIDENT OF LAMBORGHINI, SAYING:

"Everybody is doing his job and the competition is good for the customers. It's also good for us because the challengers are getting higher and higher and we are sticking to our V12 and V10 engines which are naturally aspirated, so this is a differentiator, and we have 4x4 driven cars, so this is another thing that is unique in the super sportscar business. We have a design that is immediately recognisable, so I think Lamborghini is the best."

MCLAREN: 675 LT & P1 1R

7. VARIOUS OF MCLAREN 675 LT

8. VARIOUS OF MCLAREN P1 1R

9. (SOUNDBITE) (English) MIKE FLEWITT, CEO MCLAREN, SAYING:

"The car behind us, the 675LT is the most focused, pure drivers' variant of our super series range. Very exclusive, just 500 cars. And then the car on the other

side of the stand, the P1 GTR is really the most extreme car we can make, it's a track development of the P1. Just 40 cars, all sold to customers. A car that does sit at the pinnacle, it's a two million pound motorcar, but it brings with it a whole suite of driver training and support as well as the car itself. So two very special products, but two very driver-focused products."

10. (SOUNDBITE) (English) MIKE FLEWITT, CEO MCLAREN, SAYING:

"We appeal to enthusiasts, we appeal to the cognoscenti, the people who really understand what they're getting into. This isn't a fashion statement. It may look really cool, but it's not a fashion statement, this is about real driving pleasure, and I think in that sense, that we're very focused and will only ever make sports cars, that makes us stand out, that makes us unique. And that's why in five years as a company, but in fact not four years yet selling cars, we've been able to develop so quickly."

KOENIGSEGG: Regera

11. VARIOUS OF KOENIGSEGG BEING PRESENTED

PORSCHE: Cayman GT4

12. VARIOUS OF PORSCHE CAYMAN GT4 BEING PRESENTED

13. (SOUNDBITE) (English) MATTHIAS MÜLLER, CHAIRMAN OF THE EXECUTIVE BOARD, SAYING:

"Since ten years we have the Cayman in our assortment and now it was time to give them a crown. And that is the GT4. It has 385 horsepower, the speed is 295 km/hour and we are very proud of this car."

14. (SOUNDBITE) (English) MATTHIAS MÜLLER, CHAIRMAN OF THE EXECUTIVE BOARD, SAYING:

"I suppose we are a very sporty company and we have very sporty customers. A lot of them love to drive on the racetrack and especially for them are these cars."

RENAULT: Kadjar

15. VARIOUS OF RENAULT KADJAR BEING PRESENTED

16. (SOUNDBITE) (English) THIERRY BOLLORE, CHIEF COMPETITIVE OFFICIER OF RENAULT, SAYING:

"We are gaining a lot of market share and a lot of new customers with Captur for example. And we expect exactly the same with this car in terms of conquering new customers in all markets where we are going to operate. And can you imagine, this is the first car we are going to manufacture and sell in China from our new plant in Wuhan. So it's a huge conquest mode for us in China of course."

17. (SOUNDBITE) (English) THIERRY BOLLORE, CHIEF COMPETITIVE OFFICIER OF RENAULT, SAYING:

"We are optimistic because we can see that we are completely renewing the range of cars for the whole brand and the customer loves then, they're buying a lot. And at the same time, thanks to the alliance, and thanks to the progress of Renault in terms of competitiveness the whole company is healthier at the same time."

HONDA: Civic Type R

18. VARIOUS OF HONDA CIVIC TYPE R BEING PRESENTED

19. (SOUNDBITE) (English) LIONEL ZIMMER, CORPORATE COMMUNICATION MANAGER, SAYING:

“Today in Geneva we are very proud to celebrate coming back in Honda in Motorsport, we are presenting F1 , NSX had a world premiere with Honda, and Civic Type R. We know the Type R was very good success in the past in Europe and now we are back with the car that everyone is waiting for.”

CITROEN: Berlingot

20. VARIOUS OF CITROEN BERLINGOT BEING PRESENTED

ROLLS-ROYCE: Serenity

21. VARIOUS OF ROLLS-ROYCE SERENITY BEING PRESENTED

QOROS: 3 City SUV

22. VARIOUS OF QOROS 3 CITY SUV BEING PRESENTED

BUGATTI: VEYRON

23. VARIOUS OF BUGATTI VEYRON BEING PRESENTED

SUZUKI: Concept iK-2

24. VARIOUS OF SUZUKI CONCEPT IK-2 BEING PRESENTED

NISSAN: Sway Concept

25. VARIOUS OF NISSAN SWAY CONCEPT

TOYOTA: Auris

26. VARIOUS OF TOYOTA AURIS BEING PRESENTED

HYUNDAI: Tucson

27. VARIOUS OF TUCSON BEING PRESENTED

LEXUS: City Car Concept

28. VARIOUS OF LEXUS CITY CAR CONCEPT BEING PRESENTED

LOTUS: EVORA

29. VARIOUS OF LOTUS EVORA BEING PRESENTED

SCUDERIA CAMERON GLICKENHOUSE: SCG003C

30. VARIOUS OF SCG003C BEING PRESENTED

INFINITI: QX30 Concept

31. VARIOUS OF QX30 CONCEPT BEING PRESENTED

MTM: MTM S8 Talladega

32. VARIOUS OF MTM S8 TALLADEGA BEING PRESENTED

KIA: Sportspace Concept

33. VARIOUS OF KIA SPORTSPACE CONCEPT BEING PRESENTED

KAHN DESIGN: Flying Huntsman 110 Longnose Defender 6x6

34. VARIOUS OF FLYING HUNTSMAN 110 LONGNOSE DEFENDER 6X6 BEING PRESENTED

FEATURE STORY ON 3D PRINTED CAR

35. VARIOUS OF 3D PRINTED CAR LIGHT COCOON

36. SOUNDBITE (English) JOHANNES BARCKMANN, EDAG HEAD OF DESIGN, SAYING:

"This time we concentrate, we focus, on exterior parts to make them light. So this finally is an engineering solution for lightweight production. And if you look to the leaf, the leaf is built by fine skeleton structures that is covered by a thin skin. And to transfer this solution into our car we are very happy about 3D printing because we can rebuild and recreate and produce skeleton structures like that. We have here 45 parts which are printed within one week."

37. MORE OF LIGHT COCOON

38. SOUNDBITE (English) JOHANNES BARCKMANN, EDAG HEAD OF DESIGN, SAYING:

"Well with 3D printing you can really produce everything so you don't need to respect any intersection of tooling and big investment of tooling. You just have something in mind, you have to make the data, and then go printing."

39. MORE OF LIGHT COCOON

40. SOUNDBITE (English) JOHANNES BARCKMANN, EDAG HEAD OF DESIGN, SAYING:

"Of course it's not really a solution for serious production but for high performance cars you can use it right now."

41. CLOSE UP OF 3D PRINTED CAR MATERIAL

42. SOUNDBITE: JOHANNES BARCKMANN, EDAG HEAD OF DESIGN, SAYING (English):

"This shows a kind of revolution in car engineering because we firstly disconnected the skin with the structure underneath. And then you have a lot of freedom together with 3D printing to engineer really different cars in the future."

43. MORE OF CAR

44. MAN TAKING PHOTO

45. SOUNDBITE (English) JOHANNES BARCKMANN, EDAG HEAD OF DESIGN, SAYING:

"Our shell is printed and on top of our shell we have fabric material which is weather resistant, water resistant and really high-tech material that's come from outdoor clothing."

46. MORE OF 3D PRINTED CAR

47. SOUNDBITE (English) JOHANNES BARCKMANN, EDAG HEAD OF DESIGN, SAYING:

"The idea is to have sustainability in our future product, so we are using only material where it is needed, if not we take it away. That is the idea of bionic right?"

48. MORE OF 3D PRINTED CAR

49. SOUNDBITE (English) JOHANNES BARCKMANN, EDAG HEAD OF DESIGN, SAYING:

"This is our intention, to show what is possible to push the industry to go further with this technology and to go further with bionical thinking."

50. WIDE OF 3D PRINTED CAR

FEATURE STORY ON 60 YEARS OF CITROEN DS

51. VARIOUS SHOTS OF DS 21 PALLAS

52. (SOUNDBITE) (English) YVES BONNEFONT, GENERAL DIRECTOR CITROEN DS, SAYING:

"The first DS, launched in 1955, is considered one of the most innovative cars that has ever been released in the market. It was packed with innovation, in the design of the car, but also in technology, with suspension and many many attributes of the car. Actually it was what we call now the 'avant-garde', it was an avant-garde car. And that's our DNA as the DS brand. What we do today is that we want to revive the high end French cars."

53. MORE OF DS 21 PALLAS

54. (SOUNDBITE) (English) YVES BONNEFONT, GENERAL DIRECTOR CITROEN DS, SAYING:

"There is a very strong link between DS of 1955 and the DS of today. The first link is the mind-set in which we are creating those cars. With the DS we want to bring something new to the market, something that shows the avant-garde of the brand. That is about the design we have in the car, the technology, the comfort that we want to offer, as well as the refinement, the implementation of the savoir faire."

55. BONNEFONT WALKING THROUGH STAND

56. (SOUNDBITE) (English) YVES BONNEFONT, GENERAL DIRECTOR CITROEN DS, SAYING:

"There are many reasons why we decided to create DS as a brand. The first one is that the premium market is fastest growing market everywhere in the world. It grows almost two-times faster than the mainstream markets. So for a car market it is a great opportunity to pursue. The second reason is that the DS as product line of Citroen has been a great success, with 500,000 cars sold around the world and those cars have been sold in a great majority to new customers."

57. VARIOUS OF DS5 MOON DUST

58. (SOUNDBITE) (English) YVES BONNEFONT, GENERAL DIRECTOR CITROEN DS, SAYING:

"It's an important market for us and we have decided to invest on the Chinese market, we have built a plant and we have launched three cars in 12 months."

59. LOGO OF DS

STORY: Ferrari officially revealed its newest supercar, the 488 GTB at the 85th International Geneva Motor Show on Tuesday (March 3), where powerful sports cars for the rich are dominating the press days.

The 488 GTB is technically a mid-cycle update for the 458 Italia but features many more updates than your typical facelift. Hardly any body panels are shared between the two cars and the engine featured in the 488 GTB is all-new. It's a twin-turbocharged 3.9-liter V-8 that produces 660 horsepower and 560 pound-feet of torque. That means a 0-100 km/h of 3.0 seconds dead despite, importantly for some, improved efficiency (25mpg and 260g/km CO2).

Ferrari product marketing director Nicola Boari said the 488 GTB carried on a long history of rear-engined V8 sports cars.

"It's always been the most iconic Ferrari," said Boari.

"With the engine in the back, [it's] the most agile one, which is a strong part of our product range, representing a large portion of our sales almost in all countries."

The first two days, historically dedicated to media, saw 131 World and European premiers. One of them was Lamborghini's crunching LP700-4 Aventador. The supercar sprints to 100km/h in 2.8 seconds, while the top speed is 350km/h due to the extra drag of the SV's fixed rear wing. The 6.5-liter V12 engine has been massaged to produce 750 hp (an increase of 50 hp over the standard Avantador).

Lamborghini President Stephan Winkelmann said his company's products compared well to competitors like McLaren and Ferrari, in what is becoming a crowded high performance sports car market.

Two years after it launched the production P1 supercar, McLaren unleashed another of its highly specialized track-masters in Geneva today, the 675LT. McLaren is spinning the car as an ultra-lightweight, ultra-fast coupe that you can drive as easily on the street as on the track. The numbers back up the first part of that claim: It has a 666bhp V8 engine with a 0 to 62-mile-per-hour sprint time of 2.9 seconds. Top speed is 205 mph.

McLaren Automotive CEO Mike Flewitt described the 675LT as a "pure drivers'" car, adding that the P1 GTR was the "most extreme" product the company had produced.

"The car behind us, the 675LT is the most focused, pure drivers' variant of our super series range. Very exclusive, just 500 cars. And then the car on the other side of the stand, the P1 GTR is really the most extreme car we can make, it's a track development of the P1. Just 40 cars, all sold to customers. A car that does sit at the pinnacle, it's a two million pound motorcar, but it brings with it a whole suite of driver training and support as well as the car itself. So two very special products, but two very driver-focused products," he said.

Swedish automaker Koenigsegg revealed its all-new plug-in hybrid Regera, classified as a megacar by the automaker (a step above a hypercar and two steps above a supercar). Billed as a luxury Megacar alternative to Koenigsegg's "traditional extreme lightweight race-like road cars". The name is Swedish for "to Reign". To start with the engineering, Koenigsegg bill the Regera as the fastest accelerating, most powerful production car ever. It joins the Koenigsegg Agera as a second model for Koenigsegg's lineup. The factory has been reworked to enable production of both models side by side. Koenigsegg's bespoke dry-sump twin turbo, DOHC 5.0 litre V8 provides the bulk of the power. In the Regera it produces 1,100 bhp running on regular petrol. It is coupled to three YASA developed electric motors, one for each rear wheel (260 Nm's each) and one at the crankshaft (300 Nm's) providing torque vectoring, regenerative breaking and torque fill. The motor also fulfils the starter motor function.

Porsche premiered the Cayman GT4, a car best described as a mini-911 GT3 but with a six-speed, three-pedal manual instead of a dual-clutch job. Power in the car comes from a 3.8-liter flat-fix, mid-mounted and turned to deliver 385 horsepower. The claimed 0-100 km/h time is just 4.2 seconds and top speed is 295 km/h.

"Since ten years we have the Cayman in our assortment and now it was time to give them a crown. And that is the GT4. It has 385 horsepower, the speed is

295 km/hour and we are very proud of this car,” said Matthias Müller, Chairman of the executive board of Porsche.

Renault created a stir in Geneva with the premiere of its first C-segment crossover, the Kadjar. A precursor to the next-generation Mégane, the new model resembles a larger version of the Captur, the brand's current crossover, which is similar in size to the Clio.

“We are gaining a lot of market share and a lot of new customers with Captur for example. And we expect exactly the same with this car in terms of conquering new customers in all markets where we are going to operate. And can you imagine, this is the first car we are going to manufacturer and sell in China from our new plant in Wuhan. So it’s a huge conquest mode for us in China of course,” said Thierry Bollere, Chief Competitive Officer of Renault.

To be offered with two-wheel or four-wheel drive (in three driving modes), the Kadjar holds the appeal of both off-road getaways and excellent handling on urban drives. The new crossover will be equipped with the new R-Link 2 multimedia system, which offers a voice-controlled navigation system and access to certain vehicle features, as well as support for calling, apps and multimedia.

Honda staged a world premiere for the Civic Type R following a long series of concept cars. The Honda Civic Type R is the most extreme Type R ever built. It is powered by a new 2.0-liter VTEC Turbo engine producing more than 280PS (276hp) and mated to a six-speed manual transmission driving the front wheels. The new Type R will also mark the debut of the new “+R” button, which activates the “+R” mode that heightens engine responsiveness, changes torque-mapping to a more aggressive and performance-focused setting, and makes steering more responsive.

“Today in Geneva we are very proud to celebrate coming back in Honda in Motorsport, we are presenting F1 , NSX had a world premiere with Honda, and Civic Type R. We know the Type R was very good success in the past in Europe and now we are back with the car that everyone is waiting for,” said Lionel Zimmer, corporate communication manager of Honda.

The updated Citroën Berlingo van range was officially unveiled at the Geneva Motor Show. The vehicle has a facelifted front end, with the addition of DRLs and a new grille. Inside, a new 7-inch Touchdrive Interface gives the dashboard a simpler, more streamlined look. Featuring a telematics upgrade, this system includes more functions than the previous generation. A new touchscreen navigation function makes it possible for the driver to view maps in perspective, display speed limits, take account of traffic conditions & select the most fuel-efficient route. With the BlueHDi engines, the brand meets the future Euro 6 standard. For the BlueHDi 120 S&S engine, the Citroën Berlingo gains a 6-speed manual gearbox for the first time, for greater driveability over any distance. CO2 emissions for the 100 S&S ETG6 are from 106g/km.

Rolls-Royce showcased its new one-off Phantom limousine called Serenity. The ultra-luxurious car illustrates the company’s commitment to customisation - perfect for footballers wanting to flash their cash. The basic Rolls-Royce Phantom costs up to £350,000, but bespoke versions can top £1 million. The mother of pearl paint is one of the most expensive ever developed by the car company, and offers a pearl-like three-stage shimmer effect. The paint job was polished for 12 full hours. The car's interior has been kitted out with hand-painted silk with a blossom motif - which took more than 600 hours to apply.

Chinese carmaker Qoros debuted Qoros 3 City SUV, which is "designed for a more premium metropolitan lifestyle, perfect for urban cruising and country driving." Just like every other crossover on the market, City SUV comes with a jacked up stance, larger wheels and protective body cladding. Under the bonnet is a 1.6-liter turbocharged petrol engine making 156 hp and 210 Nm of torque for the front wheels to use via a six-speed manual gearbox or a dual-clutch automatic transmission. Fuel economy isn't bad either, rated at 6.8 l/100km with the manual and 6.9 l/100km with the auto.

Bugatti unveiled the last Veyron, and it's appropriately named La Finale. Based on the Grand Sport Vitesse, this vehicle is number 450 of a production run that included 300 coupes and 150 convertibles, over the last decade.

The Japanese carmaker Suzuki showcased its new hatchback concept - the iK-2, the concept they call "an ideal compact sized car". Suzuki is well known as the compact car expert, having built up unrivalled know-how in developing compact cars from the Suzulight in the 1950s and the Alto in the 1970s. In the iK-2 Suzuki takes the ideal of the compact car to a new level. The model is built around a new-generation platform and comes equipped with the BOOSTERJET engine, a new direct-injection turbo petrol unit.

Nissan used the 2015 Geneva Motor Show to showcase a new concept called Sway. The concept previews the Japanese automaker's vision for a new small hatchback for the European market. The vehicle painted in "bluish dawn grey" is 4010mm long, 1780mm wide, 1385mm tall and comes with a 2570mm wheelbase while the styling borrows cues from the Juke and Qashqai but in a more dramatic matter suitable for a concept.

A sharper-looking and tempered 2015 Toyota Auris debuted in Geneva. Apart from bringing a new face and a more freshened look. Noticeable changes are the adoption of LED headlights and a more prominent front bumper while the lower grille now runs the full width of the car. More importantly, the Toyota Auris facelift has gained a newly developed four-cylinder, 1.2-liter turbocharged gasoline engine which develops 114 bhp (85 kW) and 185 Nm (136 lb-ft) of torque channelled to the front wheels via a 6-speed manual gearbox. It enables the model to reach 100 km/h in 10.1 seconds before topping out at 167 km/h.

The 2016 Hyundai Tucson SUV was revealed in Geneva. It's one of the first Hyundai's that shows the touch of the brand's new design director, Peter Schreyer, who also created Kia's memorable look. The exterior takes on the style cues of the Korean company's new design concept, which we have already seen on the new Santa Fe. It features a chrome hexagonal front grille and sleek headlights, along with LED daytime running lamps. Under the hood, two gasoline engines are offered which include the 135 hp 2.0-litre 4-cylinder engine, mated to a 6-speed manual transmission. A turbocharged version of the same engine produces 176 hp and power is delivered via a 7-speed dual-clutch transmission.

Lexus has publicly unveiled the LF-SA concept that is described as being a "driver-focused" vehicle. The LF-SA (Lexus Future Small Adventurer) is a petite concept only 3400mm long, 1700mm wide and 1430mm tall which according to Lexus makes it ideal for a city car as it provides great agility and manoeuvrability. The striking design certainly won't suit everyone's tastes as the LF-SA adopts a highly sculpted body with concave and convex surfaces, an oversized spindle front grille, prominent wheel arches and L-shaped taillights. The 2+2 interior cabin comes with a slide-adjustable front passenger seat to

grant an easier entry on the rear seats while up front is a high-tech infotainment system with a hologram-styled digital display built into the instrument binnacle and equipped with a head-up display.

Lotus launched their new front-running supercar, the Evora 400. The new Lotus Evora 400 is a whole 22 kilograms lighter than the previous model, which is especially impressive considering the increased performance specifications. As for the performance specs, it has a maximum speed of 300 km/h and it can accelerate from 0-100 km/h in only 4.2 seconds. It has a 3.5-liter V6 engine, which produces 400 horsepower and 410 Nm of torque.

Scuderia Cameron Glickenhaus has unveiled its latest road and racing cars dubbed the SCG003S (S for Stradale) and SCG003C (C for Competizione). The man behind the project, James Glickenhaus, has previously revealed the SCG003 is intended to be an endurance racer that is technically a GT car, offering LMP1 (the really powerful purpose-built prototypes) levels of performance. It will also be street legal, with an easily swappable engine, changing out the Honda-based racing 3.5-liter twin-turbo V6 (badged as an SCG) for a road-tuned twin-turbo V6 that's currently in development.

Infiniti released the QX30 Concept in Geneva. Sitting 30mm taller than the Q30 hatch, the new QX30 SUV concept shares its sibling's Mercedes A-Class platform and is expected to be offered with a mixture of efficient turbocharged petrol and diesel engines. Backing up those SUV looks, the small front-wheel drive QX30 crossover will also come with the option of all-wheel drive.

German tuner MTM has come up the S8 Talladega that booms from zero to 100 km/h in 3.48 seconds, passing the 200km/h yardstick in 10.51 seconds before reaching its top speed of 325 km/h. In stock form, the S8's 4.0-liter twin-turbo V8 puts out 520PS (510hp), 40hp less than the RS6 that gets the same engine, but after MTM's hardware and software changes, the eight-cylinder lump gains 240PS (237hp) pushing the tally to 760PS (750hp) at 5,950 rpm and 945Nm (697 lb-ft) between 1,700 and 5,500 rpm. MTM also gives the S8 Talladega new carbon and ceramic brakes on both axles, an electronic module to lower the air suspension, an aerodynamic kit that mimics the looks of Audi's RS models together with RS-style twin oval, instead of the S8's four pipes, and a set of 21-inch Bimoto alloy wheels shod in 295/30 Michelin Pilot Super Sports rubber.

KIA has taken the wraps off its new concept car called the Sportspace, a four-passenger wagon that shows the natural progression of Kia's design language. The concept is powered by a 2.0-liter turbocharged direct-injection four-cylinder engine that sends 246 hp to the front wheels.

British aftermarket firm A. Kahn Design has unveiled a new coach-built concept. Based on the Land Rover Defender 110, the Flying Huntsman 110 WB 6x6 Concept showcases the company's coach building skills as it aims to reach the heights set by the likes of Pininfarina and Zagato. The concept comes powered by a 6.2-liter GM-sourced LS3 V8 rated at around 430 hp, mated to a six-speed automatic with tap shift control.

Citroen has revealed a new version of its flagship DS model, the DS5, at the Geneva Motor Show. The French company is also celebrating the 60th anniversary of car, which the DS5's heritage can be traced to, the DS.

Launched in 1955, the DS is still considered one of the most innovative cars to be released to market.

With advanced technology and suspension, the DS was ahead of its time, and still turns head today.

"It was what we call now the 'avant-garde', it was an avant-garde car." said Yves Bonnefont, Citroen DS Director General.

"That's our DNA as the DS brand," he added.

The DS end production in 1975, with the DS brand being launched in 2010.

Since then Citroen says around 500,000 DS-brand cars have been sold.

"There are many reasons why we decided to create DS as a brand," said Bonnefont.

"The first one is that the premium market is fastest growing market everywhere in the world. It grows almost two-times faster than the mainstream markets. So for a car market it is a great opportunity to pursue."

China is of particular importance to Citroen, with the company opening a factory and launching three models there.

3D printing has been used to build one of the most distinctive concept cars on display at the Geneva Motor Show. German manufacturing firm EDAG has produced the Light Cocoon concept.

It features an load-bearing frame resembling a skeleton, which the company produced using a 3D printer.

EDAG's head of design Johannes Barckmann says the printing technique can eliminate the need for the expensive tooling usually required for automotive manufacture.

"Well with 3D printing you can really produce everything so you don't need to respect any intersection of tooling and big investment of tooling," said Barckmann.

"You just have something in mind, you have to make the data, and then go printing."

The skeleton frame is covered by lightweight fabric which is resistant to wind and rain.

"Our shell is printed and on top of our shell we have fabric material which is weather resistant, water resistant and really high-tech material that's come from outdoor clothing," said Barckmann.

He said 45 parts of the car had been printed in less than a week, adding that 3D printing also eliminates waste during car construction.

