

GENEVA CAR SHOW PREVIEW: WORDLFEED 1400GMT

DURATION: 14:45

**Headline: Geneva ready to showcase new must have cars.**

SHOWS: GENEVA, SWITZERLAND (RECENT) (GENEVA INTERNATIONAL MOTOR SHOW – ACCESS ALL)

**NEWS EDIT**

1. VARIOUS OF EXTERIOR OF PALEXPO EXHIBITION HALLS

2. BILLBOARD WITH GENEVA MOTOR SHOW FLYER

3. CARS BEING DRIVEN INSIDE PALEXPO HALLS

4. (SOUNDBITE) (English) MAURICE TURRETTINI, PRESIDENT OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“Well we are very excited, we are ready for 85<sup>th</sup> edition of the International Motor Show, and I think that all the signs are quite good. As you know in the US production has increased very much last year and in Switzerland it’s still all right, and in Europe also recently we’ve seen some French brands having some good results, and I think it’s encouraging.”

5. WIDE VIEW OF PALEXPO

6. MAN WORKING ON RENAULT STAND

7. VARIOUS OF FERRARI CAR BEING DRIVEN INSIDE AND ON THE FERRARI STAND

8. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“We know that March is a month when a lot of vehicles are sold and that a lot of new cars are introduced at that time. I think we are lucky because each year we have a lot of novelties.”

9. A CAR COVERED TURNING

10. PEOPLE WORKING ON A CAR COVERED WITH LIGHTS

11. A COMPUTER NEXT TO THE CAR

12. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“For the next 2 to 3 years we will be talking about the connected car. We also talk about the driverless car, but it’s coming step by step. At first it was maybe just handymen, but now it’s big constructors behind.”

13. SUBARU CAR ON STAND

14. VARIOUS OF MAN WORKING ON STAND

15. (SOUNDBITE) (English) MAURICE TURRETTINI, PRESIDENT OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“It is a future for the brands, to be advanced in the technologies. For the people, for the visitors they will be more interested when the price will be cheaper I think.”

16. MOTOR ENGINE TURNING

17. WIDE OF EXHIBITION HALL

18. TAG HEUER EXHIBITION

19. VARIOUS OF SPORT CARS AT TAG HEUER EXHIBITION

20. (SOUNDBITE) (English) MAURICE TURRETTINI, PRESIDENT OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“One of the highlight will be the exhibition presented by TAG Heuer and they will show us the partnership with McLaren for the last 30 years. And we will have beautiful cars from rally series, or Formula 1, or Formula E, and I think it must be quite interesting to go in that exhibition.”

21. MORE OF TAG HEUER EXHIBITION

## **GENERAL VIEWS OF GENEVA**

22. VARIOUS OF GENEVA LAKE JET D'EAU
23. VARIOUS OF STREET VIEW /PEOPLE WALKING
24. VARIOUS OF GENEVA CITY
25. BOAT PASSING BY JET D'EAU
26. VARIOUS OF GENEVA'S FLOWER WATCH
27. FLAGS FLYING ON CITY HALL BUILDING
28. STATUE OF G.H. DUFOUR IN GENEVA
29. TRAM WITH GENEVA MOTORSHOW BILLBOARD DRIVING PASS
30. AERIAL SHOT OF GENEVA AIRPORT AND PALEXPO EXHIBITION HALL

## **GENERAL VIEWS OF PALEXPO**

31. ENTRANCE TO PALEXPO HALLS
32. VARIOUS OF EXTERIOR OF PALEXPO HALLS
33. SIGN READING PALEXPO, GENEVA MOTOR SHOW FLYER

## **LAST PREPARATIONS B-ROLL**

34. WIDE OF HALLS, LAST PREPARATIONS
35. VARIOUS OF MEN WORKING ON STANDS
36. HONDA STAND
37. MEN WORKING ON CRANE
38. MEN PREPARING THE FLOOR
39. MEN WIPPING THE CILLING
40. PEOPLE WORKING ON A CAR COVERED WITH LIGHTS
41. VARIOUS OF MAN WORKING ON RENAULT STAND
42. MAN FIXING LIGHTS
43. WIDE OF THE STAND
44. MOTOR ENGINE TURNING
45. ENTRANCE TO HALLS, PEOPLE WALKING BY
46. SUPERCARS BEING DRIVEN IN
47. VARIOUS OF LAMBORGHINI DRIVEN IN
48. CAR ON STAND COVERED
49. TWO MEN COVERING CAR
50. VARIOUS OF SUBARU CAR ON STAND
51. VARIOUS OF FERRARI'S IN TRUCK
52. SIGN ON CAR READING READING 488 GTB
53. MEN DRIVING FERRARI'S INSIDE THE HALL
54. VARIOUS OF FERRARI BEING DRIVEN ON STAND
55. VARIOUS OF TAG HEUER EXHIBITION HALL

## **INTERVIEW WITH PRESIDENT OF GENEVA MOTOR SHOW MR MAURICE TURRETTINI**

56. (SOUNDBITE) (English) MAURICE TURRETTINI, PRESIDENT OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

"Well we are very excited, we are ready for 85<sup>th</sup> edition of the International Motor Show, and I think that all the signs are quite good. As you know in the US production has increased very much last year and in Switzerland it's still all right. But as you know here in Geneva we are rather a showing show then a selling show. Which is quite interesting."

57. (SOUNDBITE) (English) MAURICE TURRETTINI, PRESIDENT OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“Well if you see the figures, first of all in the United States the figures are quite impressive, and in Europe also recently we’ve seen some French brands having some good results, and I think it’s encouraging.”

58. (SOUNDBITE) (English) MAURICE TURRETTINI, PRESIDENT OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“It is a future for the brands, to be advanced in the technologies. For the people, for the visitors they will be more interested when the price will be cheaper I think.”

59. (SOUNDBITE) (English) MAURICE TURRETTINI, PRESIDENT OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“One of the highlight will be the exhibition presented by TAG Heuer and they will show us the partnership with McLaren for the last 30 years. And we will have beautiful cars from rally series, or Formula 1, or Formula E, and I think it must be quite interesting to go in that exhibition.”

## **INTERVIEW WITH GENERAL MANAGER OF GENEVA MOTOR SHOW ANDRE HEFTI**

60. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“The 2015 edition is looking great. The 85<sup>th</sup> Geneva International Motor Show is what we can say sold out. This means that we sold all the spaces from Hall 1 to Hall 6. We don’t have 1square meter left from Hall 1 to Hall 6.”

61. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“The highlights are of course the World and Europeans Premieres, there will be between 120 and 130 of them. But each day we find out that there’s a new one, because the exhibitors don’t share with us all there are presenting. We know that March is a month when a lot of vehicles are sold and that a lot of new cars are introduced at that time. I think we are lucky because each year we have a lot of novelties.”

62. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“I think that if we take a look at the connected car, for the next 2 to 3 years we will be talking about the connected car. We also talk about the driverless car, but it’s coming step by step. At first it was maybe just handymen, but now it’s big constructors behind. I think there still is some way to go because legislation needs to be adapted to allow driverless cars. But it is the future.”

63. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“Green cars are important for us. What we call green car are the one that release less than 95gm of Co2, which is the new standard that will take effect in 2021. I think that today we have visitors that come to the car show for those cars. Last year, we started a fascicule with Energy Suisse where we inventory all those cars so the clients can find easily on which stand where are those cars that release less than 95gm of Co2.”

64. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:

“The highlight is that last year we launched the exhibition space with Le Mans special exhibition with 22 exceptional cars, most of the ones that won the 24Hours of le Mans. And this year it’s TAG Heuer that takes over. TAG Heuer counted a lot on sport motorsports. It’s been a partner to McLaren for over 30 years, maybe you remember with Steve McQueen in the movie, or at the Rally, they are everywhere and that is what they want to show in their exhibition 2015. It’s maybe going to be a bit less static than

le Mans exhibition. There will be interactivity, simulators, etc. Don't forget to come by Hall 3."

## **GENEVA MOTOR SHOW TEASER**

### **65. TEASER INTRODUCING GENEVA MOTOR SHOW**

**STORY:** The 85<sup>th</sup> Geneva International Motor Show, the first major event on the European auto industry calendar in 2015, will open its doors to the press on Tuesday (March 3), welcoming more than 10,000 accredited media from around the world.

The first two days, historically dedicated to media, will see 58 press conferences alongside 131 World and European premieres, before the show opens to the public on March 5.

Some 700,000 visitors will be able to discover the latest technologies and see the new models from more than 30 of the world's major manufacturers. In total 220 exhibitors will occupy 110,000 square meters of exhibition space.

Considered one of the "Top 5" of the world's car show, the Swiss edition has the privilege to present the collection of new models that will arrive on the market during the year, plus a large selection of concept cars and design studies that provide clues to the near and long term evolution of the industry. High-end brands such as Ferrari, McLaren, and Porsche are all lining up to debut their new super cars.

"Well we are very excited, we are ready for 85<sup>th</sup> edition of the International Motor Show, and I think that all the signs are quite good," said the president of Geneva International Motor Show Maurice Turrettini.

After a six year slump, Europe's car market is back in growth as the region's long-suffering economy recovers from a debt crisis, with sales in the European Union rising for a 17th straight month in January. But the market is still far below where it was before the 2008 global financial crisis.

"As you know in the US production has increased very much last year and in Switzerland it's still all right, ...and in Europe also recently we've seen some French brands having some good results, and I think it's encouraging," Turrettini said.

"We know that March is a month when a lot of vehicles are sold and that a lot of new cars are introduced at that time. I think we are lucky because each year we have a lot of novelties," explained Andre Hefti, General Manager of the Geneva Motor Show.

One of the main talking point at this week's Geneva car show is likely to be the growing use of computing power in vehicles, and the ability of cars to connect to smartphones and other devices. This is providing technology companies and automakers with new business opportunities.

"It is a future for the brands, to be advanced in the technologies. For the people, for the visitors they will be more interested when the price will be cheaper I think," Turrettini added.

The visitors will also be able to enjoy a exceptional display of race cars in all its forms: Formula 1, Rally, Endurance, Formula E, all part of exhibition by Swiss watchmaker TAG Heuer.

Organizers used the last few days to prepare all seven halls to be used at the event, while the exhibitors were putting last touches to their stands and made sure the cars that will be showcased at the Geneva show are in the right place by time the media walks in.

The show will run from March 5 – 15 at the Geneva Palexpo.