

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

INTERVIEW WITH PRESIDENT OF GENEVA MOTOR SHOW MR MAURICE TURRETTINI

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

“We are very proud to host the industry here in Geneva. As you know, it is a worldwide event and as you know, with Detroit, we are the only one which takes place every year, which is important for Geneva, for the region and for the country.”

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

“Well, as every year, we have about 120 premieres, European premieres, worldwide premieres, which is important for Geneva. And, as you know, the exhibitors are quite proud to show the premiere in Geneva, in a neutral country.”

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

“I think they are here to show the products, to communicate with people, with the journalists. It is an important platform, as we say in French, for them to show the good face and I am sure they need it.”

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

“No I think the electric industry is progressing every year. As you know, the figures are still low but the progression when you compare one year and the other are quite important. In Switzerland for example the electric car were representing 3.5% and last year they were representing 4.5%. Therefore, the progression is high but the proportion is still low.”

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

“I hope it is going to be a good year. I mean, if we compare with last year, the figures were quite impressive. Europe, the United States and Switzerland have progressed and I think that in 2016 we expect the same.”

STORY:

The 86th Geneva International Motor Show, the first major event on the European auto industry calendar in 2016, will open its doors to the press on Tuesday (March 1), welcoming more than 10,000 accredited media from around the world.

The first two days, historically dedicated to media, will see 67 press conferences alongside 120 World and European car premieres, before the show opens to the public on March 3.

Some 700,000 visitors will be able to discover the latest technologies and see the new models from more the world’s major manufacturers. In total 200 exhibitors from 30 different countries will occupy around 80’000 square meters of exhibition space.

Considered one of the “Top 5” of the world’s car show, this year’s edition promises to be as spectacular as ever with supercars and SUVs expected to take centre stage.

The show will run from March 3 – 13 at the Geneva Palexpo.