

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

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

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

“I think this year is a good manufacture year as we have different sectors. In each of those sectors we have novelties: we have some for small cars, for crossovers, and mostly for luxury cars. I think there is a lot to see this year at the Motor Show.”

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

“We were talking about luxury cars, here Lamborghini. We are celebrating Ferruccio Lamborghini’s 100 years that founded the brand. There are also McLaren, and we must not forget Bugatti, which is presenting a brand new car, and of course, in other sectors, we are also present with novelties.”

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

“I think that we are now talking about the connected car but we will talk about it for the next 4, to 5 years to come. It is the beginning of the connected car and the connected car is a large sector. And we will talk about it for the years to come. The Germans are a little bit ahead, we also have the Japanese and some Americans but it is not embedded yet in the car industry everywhere.”

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

“I believe green technology is important as we have several clients and visitors that are coming to see those environment friendly cars, cars that do not consume too much, that are below 95g. To help them we have a new tool that we’ve put in place to find those cars on different stands.”

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

“Tag Heuer had great success last year. They are coming back differently this year with their new ambassadors and also several new cars. We are very curious to see what they will show us at the Motor Show. We know that the ambassador Patrick Dempsey is going to be there, his car participated in the 24 hours of Le Mans and he regularly competes in car races. There is one of the great men of Tag Heuer, called Jack Heuer, who will be present for a press conference as well. And of course, we know well Jo Siffert, our Swiss pilot, who was the first ambassador in the 60s.”

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.