

OPENING CAR SHOW WORDLFEED: 1300GMT

DURATION: 11:34

Headline: All-electric racing series Formula E charges ahead as the 85th Geneva International Motor Show opens its doors to the visitors.

SHOWS: GENEVA, SWITZERLAND (MARCH 5, 2015) (GENEVA INTERNATIONAL MOTOR SHOW – ACCESS ALL)

OFFICIAL OPENING OF GENEVA MOTOR SHOW

1. OFFICIALS WAITING INFRONT OF PALEXPO EXHIBITION HALLS
2. PRESIDENT OF GENEVA MOTOR SHOW MAURICE TURRETTINI WAITING IN LINE
3. DORIS LEUTHARD, SWISS FEDERAL COUNCILLOR AND PRESIDENT OF SWISS CONFEDERATION IN 2010, ARRIVING
4. LEUTHARD SHAKING HANDS WITH TURRETTINI AND OTHER OFFICIALS
5. LEUTHARD AND TURRETTINI WALKING INSIDE PALEXPO
6. LEAUTHARD AND TURRETTINI ENTERING CONFERENCE HALL
7. OPENING CEREMONY IN PROGRESS
8. (SOUNDBITE) (French) PRESIDENT OF GENEVA MOTOR SHOW MAURICE TURRETTINI, SAYING:

“This year again we have more than 220 exhibitors presenting over 900 vehicles from 30 different countries and we had the chance over the two last days dedicated to the press to introduce over 131 World and European Car Premiers. But we also have new exhibitors often unknown that hope to gain notoriety and expose at the Geneva Motor Show, because everyone is welcome here. The Geneva’s Motor Show neutrality is one of its most appreciated features. With Detroit, Geneva is the only annual car show in category A that attracts many new international brands, especially Chinese.”

PEOPLE APPLAUDING IN THE CROWD

9. (SOUNDBITE) (French) DORIS LEUTHARD, SWISS FEDERAL COUNCILLOR AND PRESIDENT OF SWISS CONFEDERATION IN 2010, SAYING :
- “I’m honoured to inaugurate this year again after 2010, the Geneva Motor Show, the number one event for all car enthusiasts.”
10. CEREMONY IN PROGRESS
11. LEUTHARD FINISHES HER SPEECH
12. VARIOUS OF LEUTHARD VISITING THE MOTOR SHOW STANDS
13. VARIOUS EXTERIOR OF PALEXPO, SIGN READING WELCOME
14. PEOPLE SCANNING THEIR TICKETS
15. PEPOLE WALKING INSIDE PALEXPO

GENEVA, SWITZERLAND (MARCH 3, 2015) (GENEVA INTERNATIONAL MOTOR SHOW – ACCESS ALL)

FORMULA E, ITW WITH ALAIN PROST AND ALEJANDRO AGAG

16. VARIOUS OF TAG HEUER EXHIBITION WITH FORMULA E AT GENEVA MOTOR SHOW
17. FORMULA E CAR BEING DRIVEN IN CENTRAL GENEVA
18. (SOUNDBITE) (English) ALEJANDRO AGAG, FORMULA E CEO, SAYING:

"The thing is, the concept of electric racing is very linked with racing inside the cities. We want to show that the electric car is the solution to mobility inside the cities now. And because the level of sound, of noise, is lower we're ideal for cities.

19. VARIOUS OF FORMULA E CAR AT GENEVA MOTOR SHOW

20. (SOUNDBITE) (English) ALEJANDRO AGAG, FORMULA E CEO, SAYING:

"I think the first thing is to have a true race with good drivers fighting for victory, I think that's essential. On top of that there is the element of technology and the element of environment. I think people care more and more about the environment and they're more worried about the future, about the planet, and give quite positive attention anything that is going towards preserving the environment and helping sustainability."

21. ALAIN PROST TALKING TO A MAN AT RENAULT STAND WITH RENAULT FORMULA E INFRONT

22. VARIOUS OF FORMULA E CAR ON DISPLAY

23. (SOUNDBITE) (English) ALAIN PROST, FOUR-TIME FORMULA ONE WORLD CHAMPION AND FORMULA E TEAM OWNER, SAYING:

"You know when we are racing and you talk to the drivers they are all racing in Formula One or endurance cars, they love it because it is not only a question of top speed or whatever, it's the complexity, it's very interesting also, because you are very curious. If you have the passion behind you, you are very curious about the development. But to manage a race, to manage the whole weekend in Formula E is very difficult. A lot of connection between the engineer and the driver. And for us we still have the fire burning in the stomach, no matter what is the speed."

24. ALAIN PROST TALKING WITH JEAN-CLAUDE BIVER

25. FAMILY PICTURE WITH TAG HEUER BACKGROUND

26. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, TAG HEUER CHIEF EXECUTIVE OFFICER, SAYING:

"Formula E you can say: this is first, different, and unique. And when you have a concept, when you have a project, when you have an event, when you have a sponsorship, when you have a product, where you can claim first, different, unique.. you have a winner on your hands, you cannot lose. So that is why we decided to invest in Formula E."

27. FORMULA E CAR ON GENEVA MONTBLANC BRIDGE ACCELERATING

28. FORMULA E CAR WITH GENEVA LAKE IN BACKGROUND

29. (SOUNDBITE) (English) ALEJANDRO AGAG, FORMULA E CEO, SAYING: "I think young fans are quite attracted to Formula E. We are seeing that in the statistics we are seeing from the television viewership etc. And we are very open, particularly to digital aspects of the championship. Everything is mobile now, the young generation doesn't enjoy entertainment in the same way used to do. So we need to get to them."

30. PROMOTIONAL CLIP BY TAG HEUER OF FORMULA E IN THE STREETS OF GENEVA

HONDA – BACK IN F1, INTERVIEW WITH YASUHISA ARAI, HONDA'S HEAD OF MOTORSPORT

31. (SOUNDBITE) (English), YASUHISA ARAI, HONDA HEAD OF MOTORSPORT, SAYING:

"We left in 2008, several years passed. Things changed during these years in Formula One, so we have to make an effort to catch up, we have to understand what is up in Formula 1, and finally we are back in F1."

32. (SOUNDBITE) (English), YASUHISA ARAI, HONDA HEAD OF MOTORSPORT, SAYING:

"They are two reasons, one is to challenge the environment and technology because new regulation require more strict technology wise challenge. And the other one is Formula 1 is in Honda's DNA."

33. (SOUNDBITE) (English), YASUHISA ARAI, HONDA HEAD OF MOTORSPORT, SAYING:

"I hope that we are much stronger. We had some difficulties during the winter, but 10 days remains, we can catch up and then go to Melbourne."

34. (SOUNDBITE) (English), YASUHISA ARAI, HONDA HEAD OF MOTORSPORT, SAYING:

"We tried to think about more compact package with McLaren, we did a big effort. The idea was to achieve the number one in the world compact package car in Formula One."

35. SHOT OF HONDA SIGN ON STAND

36. VARIOUS OF MCLAREN-HONDA FORMULA ONE CAR ON DISPLAY

37. VARIOUS OF HONDA CIVIC TYPE R

STORY: The 85th edition of the Geneva International Motor Show was officially opened on Thursday (March 5) by Doris Leuthard Swiss federal councillor and former President of Swiss Confederation.

Leuthard was welcomed at Palexpo by Geneva Motor Show President Maurice Turrettini and General Manager Andre Hefti.

Leuthard officially opened the show at the press conference before taking a tour through the exhibition halls to see the new must have cars from up close.

Considered one of the "Top 5" of the world's car show, this year's edition presents various sleek luxury sports cars and practical small SUVs, that manufacturers will be showing off to some 700,000 visitors from 80 different countries over the 11 days of the event.

In total there are more then 900 vehicles from more than 30 of the world's major manufacturers exhibited.

During the first two press days on Tuesday and Wednesday (March 3&4), manufacturers took the opportunity to present not just their new designed cars but also developments in other sectors.

Organisers of the Formula E racing series for electric cars were present in Geneva through the special TAG Heuer exhibition.

Even though they are only midway through its maiden season they were already attracting plenty of attention at the Show.

The FIA-sanctioned series sees top international drives race in cities around the world using cars powered only by electricity. All drive identical Spark-Renault SRT_01E machines.

In an increasingly digital world, it's a series whose time has come, says Formula E CEO Alejandro Agag.

"I think young fans are quite attracted to Formula E," he said.

"We are seeing that in the statistics we are seeing from the television viewership etc. And we are very open, particularly to digital aspects of the championship." Formula E has had four different winners in four thrilling races held so far, with top-level drivers including Sebastien Buemi, Bruno Senna, Nick Heidfeld and Jarno Trulli.

Races are held primarily on street circuits in city centres, and Agag says those type of circuits are key.

"The thing is, the concept of electric racing is very linked with racing inside the cities," he said.

"We want to show that the electric car is the solution to mobility inside the cities now."

On the eve of the Geneva Motor Show, Formula E was on the streets of Geneva, with Swiss driver Simona de Sivelstro at the wheel. That event was sponsored by Formula E partner Tag Heuer.

"Formula E you can say: this is first, different, and unique," said Tag Heuer Chief Executive Officer Jean-Claude Biver.

"When you have a product, where you can claim first, different, unique.. you have a winner on your hands, you cannot lose," he added.

With four world championships under his belt, Formula One legend Alain Prost knows what it takes to win at motor sport's top level.

Prost is co-owner of the e.dams Renault team in Formula E, with son Nicolas driving one of its cars.

Alain Prost says drivers are drawn to the technical challenge of Formula E as much as the racing.

"You know when we are racing and you talk to the drivers they are all racing in Formula One or endurance cars, they love it because it is not only a question of top speed or whatever, it's the complexity," he said.

Brazil's Lucas di Grassi leads the driver standing with six rounds remaining. Formula E's next event is in Miami on March 14, before the season finale in London's Battersea Park on 28 June.

Japanese carmaker Honda, is about to make their return to Formula One as engine supplier to McLaren, when the season kick-off in Melbourne on March 15. Honda has not competed in F1 since shutting its works team at the end of 2008, but has decided to return as a result of the change to 1.6-litre turbocharged V6 engines.

"We left in 2008, several years passed. Things changed during these years in Formula One, so we have to make an effort to catch up, we have to understand what is up in Formula 1, and finally we are back in F1."

Honda motorsport boss Yasuhisa Arai told Actua PR Honda has the opportunity to introduce new technologies and ideas to Formula 1, including their energy management and environmental technologies that will benefit not only those in F1 but in the every day road users down the line.

"They are two reasons, one is to challenge the environment and technology because new regulation require more strict technology wise challenge. And the other one is Formula 1 is in Honda's DNA."

During the 80s and the 90s, McLaren and Honda won 44 Grand Prix and eight world championships. But the old glory days seem to be far away with McLaren having troublesome start during the testing season. McLaren completed just 380

laps over the winter, with numerous issues hampering the team over the 12 days in Jerez and Barcelona.

“I hope that we are much stronger. We had some difficulties during the winter, but 10 days remains, we can catch up and then go to Melbourne.”

Honda previously supplied McLaren with engines from 1988-1992, winning both the drivers' and constructors' championship four times. In 1988, the all-conquering McLaren-Honda was driven to victory 15 times out of 16, by Ayrton Senna and Alain Prost. Arai said their wish is to again create the number one Formula One car in the world.

“We tried to think about more compact package with McLaren, we did a big effort. The idea was to achieve the number one in the world compact package car in Formula One.”

The Geneva Motor Show will run until Sunday March 15.