

## GENEVA CAR SHOW PREVIEW: WORDLFEED 1400GMT

DURATION: 14:44

Headline: Geneva ready to introduce newest trends and must have cars

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

### **NEWS EDIT**

1. EXTERIOR OF PALEXPO HALLS
2. SECURITY AT ENTRANCE VERIFYING PAPERS
3. ENTRANCE TO PALEXPO HALL WITH GENEVA MOTOR SHOW LOGO
4. (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.”
5. VARIOUS OF GENEVA CITY
6. CARS ARRIVING
7. CARS ENTERING
8. AUDI CAR DRIVING INSIDE PALEXPO
9. EXHIBITION HALL WITH STANDS, FERRARI AT THE BACK
10. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:  
“I think this year is a good manufacture year. We have novelties: we have some for small cars, for crossovers, and mostly for luxury cars. 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. I think there is a lot to see this year at the Motor Show.”
11. VARIOUS OF LEXUS STAND
12. HYUNDAI IONIQ ENTERING STAND
13. VARIOUS OF DS AUTOMOBILES STAND
14. (SOUNDBITE) (French) ANDRE HEFTI, GENERAL MANAGER OF THE GENEVA INTERNATIONAL MOTOR SHOW, SAYING:  
“I think that we are now talking about the connected cars for the next 4, to 5 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.”
15. INSIDE A VEHICULE, MAN SHOWING FEATURES OF THE CAR
16. EXHIBITION HALL
17. DACIA STAND
18. MEN WORKING ON STAND
19. MORE OF PEOPLE CLEANING THE CAR
20. VARIOUS OF CARS COVERED
21. (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.”

22. VARIOUS OF VOLKSWAGEN STAND FROM 2015

23. (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.”

24. VARIOUS OF TAG HEUER EXHIBITION HALL

25. (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. Patrick Dempsey’s car that participated in the 24 hours of Le Mans and he regularly competes in car races. We are very curious to see what they will show us at the Motor Show.”

26. MORE OF TAG HEUER EXHIBITION

#### **GENERAL VIEWS OF PALEXPO**

27. VARIOUS OF EXTERIOR SHOTS OF PALEXPO EXHIBITION HALLS

28. SECURITY AT ENTRANCE VERIFYING PAPERS

#### **LAST PREPARATIONS B-ROLL**

29. SIGN READING “INTERNATIONAL GENEVA MOTOR SHOW”  
/ENTRANCE TO GENEVA MOTOR SHOW

30. CAR IN TRUCK READY TO BE UNLOADED

31. VARIOUS OF CARS ENTERING PALEXPO HALLS

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43. MORE OF LEXUS STAND

44. MITSUBISHI STAND

45. HYUNDAI IONIQ ENTERING HALLS/STAND

46. HYUNDAI CAR BEING PLACED ON PODIUM

47. VARIOUS OF DACIA STAND

48. MAN HANGING FROM CEILING, FIXING LIGHTS

49. MORE OF STANDS BEING BUILT

50. PEOPLE WORKING ON STAND

51. CARS BEING COVERED

52. VARIOUS OF DS AUTOMOBILES STAND

- 53. CITROEN STAND
- 54. MAN CLEANING THE CAR
- 55. SUPERCAR COVERED
- 56. RANGE ROVER STAND / MAN WORKING ON CAR
- 57. HANDS PUTTING A LOGO ON A HUB CAP
- 58. INSIDE A VEHICULE, MAN SHOWING FEATURES OF THE CAR
- 59. PEOPLE WORKING ON A CAR
- 60. VARIOUS OF TAG HEUER EXHIBITION HALL
- 61. TIMELAPS OF STANDS BEING BUILT

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

62. (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.”

63. (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.”

64. (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.”

65. (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.”

66. (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.”

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

67. (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.”

68. (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 is 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.”

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

“I think that we are now talking about the connected cars 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.”

70. (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.”

71. (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.”

#### **GENERAL VIEWS OF GENEVA**

72. SHOT OF REFORMATION WALL IN GENEVA PARK

73. SHOT OF GENEVA INSIGNIA

74. TRAVELING OF REFORMATION WALL

75. SWISS AND GENEVA FLAGS

76. SHOT OF TRAM PASSYING BY GENEVA STREETS

77. MAP OF GENEVA IN THE STREET

78. SHOT OF PEOPLE WALKING ON MONT- BLANC BRIDGE

79. VARIOUS STATUES IN GENEVA’S “JARDIN ANGLAIS”

80. VARIOUS OF GENEVA’S FLOWER WATCH

81. VARIOUS OF GENEVA LAKE WITH JET D’EAU AND GENEVA BOAT

82. SHOT OF GENEVA FLAG

#### **GENEVA MOTOR SHOW TEASER**

83. TEASER INTRODUCING GENEVA MOTOR SHOW 2016

## STORY:

The 86<sup>th</sup> Geneva International Motor Show (GIMS), 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.

"We are very proud to host the industry here in Geneva...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," said Maurice Turrettini, President of the Geneva Motor Show

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. Andre Hefti, GIMS General Manager, said there are plenty of novelties to look forward to.

"We are celebrating Ferruccio Lamborghini's 100 years that founded the brand. There is also McLaren, and we must not forget Bugatti, which is presenting a brand new car."

Bugatti is expected to showcase a Chiron, billed as the world's fastest production sports car, with Lamborghini, Ferrari and Aston Martin also debuting their high-performance models.

The Geneva show will also highlight the increasing popularity of SUVs and SUV-styled cross-overs, with Maserati dipping its toes into the niche for the first time with a model called Levante.

One of the main talking point at the 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.

"I think that we are now talking about the connected cars for the next 4, to 5 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," said Hefti

2015 figures and early 2016 results showed Europe's car industry is revving up with low fuel costs, giving car sales a surge. Year-on-year sales were up 6.2% in January and some car brands are posting double-digit sales increases. Turrettini is optimistic the car industry will post another positive year.

"I hope it is going to be a good year," he said.

"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."

But not all brands were so lucky. Volkswagen, still struggling to build their image after cheating emissions scandal back in 2015, is the only leading

brand to be hit by a fall in sales in January, posting a drop in Europe of almost 4%,

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

The visitors of the show will also be able to enjoy an exceptional display of race cars in all its forms: Formula 1, Endurance, Formula E, all part of exhibition by Swiss watchmaker TAG Heuer. Ambassador and actor Patrick Dempsey will be at the show introducing the Porsche Dempsey Racing 911 RSR, with which he finished second in 2015 at the famous 24Hours Le Mans race.

“Tag Heuer had great success last year. We are very curious to see what they will show us at the Motor Show,” said Hefti.

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 the time the media walks in.

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