

HEADLINE: The future of cars is connected as companies invest heavily in internet technologies and self-driving vehicles.

SHOWS: GENEVA, SWITZERLAND, (MARCH 1, 2016) (GIMS - ACCESS ALL):

1. GENERAL IMAGES VOLKSWAGEN DASHBOARD SCREEN
2. GENERAL IMAGES VOLKSWAGEN CONNECTED TOUCHSCREEN
3. GENERAL IMAGES VOLKSWAGEN CONNECTED DASHBOARD PROTOTYPE
4. GENERAL IMAGES RINSPEED 'ETOS' CONCEPT CAR
5. (SOUNDBITE) (English) FRANK M. RINDERKNECHT, CEO, RINDSPEED, SAYING:
"It's about connectivity. It's about interior, about the steering wheel retracting so you have space to work, watch tv, but also the twinkle of the eye like with the drone on the back - to bring flowers on Valentine's day or do a selfie. The next level of selfie stick while you're driving."6) More Rinspeed 'Soulmate' dashboard and exteriors."
6. (SOUNDBITE) (English) FRANK M. RINDERKNECHT, CEO, RINDSPEED, SAYING:
"So we have a challenges on technology but also we have a challenge on our perception, our relationship man-machine. At the end of the day how much man should be in the machine?"
7. MORE RINSPEED 'ETOS' EXTERIORS AND INTERIORS.
8. (SOUNDBITE) (English) FRANK M. RINDERKNECHT, CEO, RINDSPEED, SAYING:
"I'm not concerned about Googles and Apples at all. On the contrary those are great companies with a lot of experience of individual software, of learnable software, of algorithms, so personally I see them in a very strong position, probably merging with the traditional car industry to make autonomous driving happening."
9. EDAG 'SOULMATE' INTERIORS AND EXTERIOR GENERAL VIEWS.
10. (SOUNDBITE) (English) JORG OHLSEN, CEO, EDAG, SAYING:
"You see the next generation of connectivity inside the vehicle. You are able to drive autonomous. You have some time to do more than only driving and therefore we show in this demonstrator the possibilities of what you can do during driving."
11. MORE EDAG 'SOULMATE' GENERAL VIEWS INTERIOR AND EXTERIOR.
12. (SOUNDBITE) (English) JORG OHLSEN, CEO, EDAG, SAYING:
"I think there are two groups. One group is maybe critical because all the things behind autonomous driving are a little bit, I would say ... they are a little bit critical about this because they would like to drive a car. They don't want to do many things behind. The other group wants to use the time in the car very positive, yeah, that they see that you can do things more or less parallel, that you don't have to drive permanently but you can do things in parallel."
13. GENERAL VIEWS FERRARI INTERIORS
14. (SOUNDBITE) (English) ENRICO GALLIERA, FERRARI COMMERCIAL AND MARKETING DIRECTOR, SAYING:
"We did it a la Ferrari. Because not only are we delivering a bigger screen, available for the driver, but we've developed something we call 'dual cockpit'. Because together with the main screen there is a second screen that is available in front of the passenger seat that is able to deliver and give availability to all the information about the performance of the car so that both the driver and the passenger can feel the experience and have the information about the performance of the car."

15. MORE GENERAL VIEWS FERRARI INTERIOR AND EXTERIORS

STORY: Whether it's playing tunes directly from your iPhone over the car's stereo or allowing your car to drive and park itself, connectivity is driving full speed ahead. The Geneva Motor Show features the best and brightest for the year to come; 2016 may be seen as the beginning of the technological revolution that brings the internet to the heart of our driving experience. Apple and Google have developed applications that allow certain controls of a car's systems: mostly in the entertainment department. A number of carmakers have integrated this technology into their on-board hardware and software. Volkswagen is already making this feature available in some of its 2016 models. But the boss of Rinspeed doesn't see the tech giants as a threat, "I see them in a very strong position, probably merging with the traditional car industry to make autonomous driving happening."

And the next phase: controlling not just the vehicle but everything in your life from the comfort of your car. Edag allows its customers to "drive autonomous". The internet of things will allow drivers to check their home security, start the kettle, check the temperature of their sitting room - all before pulling into the driveway. Both Edag and Volkswagen are developing this technology.

While Rinspeed is offering a fully self-driving machine. 'Etos' is a fully autonomous car that not only has the capacity to drive without being guided but uses sensors around the vehicle to know where to go and avoid any obstacles. The driver will become obsolete - so much so - that the steering wheel retracts into the dashboard so that the driver won't be tempted. The Etos also comes with a drone that can capture and live-stream journeys. Why a drone? Why not.