

OPENING CAR SHOW WORDLFEED: 1300GMT

DURATION:

Headline: Patrick Dempsey and Guus Hiddink attend the 86th Geneva International Motor Show as the show opens its doors to the visitors.

SHOWS: GENEVA, SWITZERLAND (MARCH 3, 2016) (GENEVA INTERNATIONAL MOTOR SHOW – ACCESS ALL)

OFFICIAL OPENING OF GENEVA MOTOR SHOW

1. VARIOUS OF THE ARRIVAL OF ALAIN BERSET, SWISS FEDERAL COUNSELLOR AT PALEXPO, GENEVA
2. SHOT OF ALAIN BERSET SHAKING HANDS WITH FRANÇOIS LONGCHAMP, GENEVA COUNSELLOR
3. SHOT OF ALAIN BERSET SHAKING HANDS WITH MAURICE TURRETTINI, PRESIDENT OF GENEVA MOTOR SHOW AND OTHER OFFICIALS
4. VARIOUS OF BERSET AND TURRETTINI WALKING IN PALEXPO TOWARDS THE CONFERENCE ROOM
5. TURRETTINI WALKS ON STAGE AND WELCOMES EVERYBODY TO THE 86TH GENEVA INTERNATIONAL MOTOR SHOW
6. (SOUNDBITE) (French) MAURICE TURRETTINI, PRESIDENT OF GENEVA MOTOR SHOW, SAYING ON STAGE:
“As you know, Geneva awaits this major date every spring, to be able to shine in the eyes of more than 10’000 national and international medias, that broadcasted photos, images and all kind of stories, during the press days on the 1st and 2nd of March. The 67 press conferences allowed the exhibitors to introduce their new models, to communicate or even allowed for some of them to reassure their clients on their new products.”
7. (SOUNDBITE) (French) MAURICE TURRETTINI, PRESIDENT OF GENEVA MOTOR SHOW, SAYING ON STAGE:
“But let’s come back to the highlights of this 86th edition of the car show. As always what attract the full attention of the journalists are the 88 World Premieres and the 32 European Premieres, during the press days. Even if the new models are German, Italian or French, the constructors don’t hesitate to show their brands in Geneva rather than other shows such as Paris or Frankfurt. Switzerland's neutrality makes the international brands feel at home.”
8. VARIOUS OF PRESS CONFERENCE
9. (SOUNDBITE) (French) ALAIN BERSET, SWISS FEDERAL COUNSELLOR, SAYING ON STAGE:
“I would like to conclude by emphasizing the importance of the exhibition for Switzerland, for our country, being a major event internationally. Maybe it’s the location, the place in the world where it happens. In Switzerland we can see the strength, the capacity to innovate from the industry. It is here where we can see the first innovations in road safety; it is here we can see first the various technological innovations that exist. We talk about driverless cars, car without a driver, what does it mean for our future. ”
10. (SOUNDBITE) (French) ALAIN BERSET, SWISS FEDERAL COUNSELLOR, SAYING ON STAGE:

"I'm really looking forward visiting this show with you, thank you for your attention and I wish a very nice exhibition."

11. VARIOUS OF BERSET AND TURRETTINI WALKING IN THE HALLS OF THE GENEVA MOTOR SHOW

GENEVA, SWITZERLAND (MARCH 2, 2016) (GENEVA INTERNATIONAL MOTOR SHOW – ACCESS ALL)

TAG HEUER EXHIBITION WITH PATRICK DEMPSEY AND JEAN-CLAUDE BIVER
SHOWS: GENEVA, SWITZERLAND (MARCH 2, 2016) (GENEVA INTERNATIONAL MOTOR SHOW-ACCESS ALL)

12. .TAG HEUER EXHIBITION WITH F1 CAR ON DISPLAY
13. .VARIOUS OF TAG HEUER PRESS CONFERENCE IN PROGRESS
14. .PATRICK DEMPSEY SPEAKING DURING PRESS CONFERENCE
15. .(SOUNDBITE) (English) PATRICK DEMPSEY, AMERICAN ACTOR AND RACE CAR DRIVER, SAYING:

"It's a whole new year so you don't know what to expect. We achieved all of our goals for the most part. Me personally and as the team and the Porsche in overall. So we have a lot we have to work towards going into this year. A lot to live up to and that's very exciting."

16. .VARIOUS OF PROTON RACING PORSCHE 911 RSR
17. . MORE OF RACING CARS ON DISPLAY
18. .(SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO OF TAG HEUER, SAYING:

"We have been part of the motorsport since 1969, when we started with Ferrari. We've been in Formula 1 since ever, 1969. Belonging to motorsports, why shouldn't we be at an exhibition of cars."

19. .VARIOUS OF TAG HEUER CAR EXHIBITION
20. .SHOT OF REDBULL TAG HEUER RACING CAR
21. .VARIOUS OF REDBULL OF TAG HEUER RACING CAR
22. .(SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO OF TAG HEUER, SAYING:

"Eventually, the best choice would even be to be associate as an engine sponsor and for that reason we took the engine sponsor, so a big difference we had with McLaren. With McLaren we were very good but a normal sponsor, here we are an exceptional sponsor, we have an exceptional place and we are even in the naming of the team."

23. .VARIOUS OF RENAULT-TAG HEUER F1 ENGINE
24. .(SOUNDBITE) (English) JACK HEUER, HONORARY CHAIRMAN OF TAG HEUER, SAYING:

"It's in the natural evolution of the brand that get's bigger, has more means and wants to stay with the image of the motorsports."

25. .MORE OF REDBULL OF TAG HEUER RACING CAR
26. .(SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO OF TAG HEUER, SAYING:

"McLaren is a great brand, they do great cars, they do great Formula 1 cars, great GT car. Why did we stop? The contract was going to end, so instead of renewing with McLaren, we believed that a disruptive brand like Red Bull could be more adapted to the new and young consumers we are targeting."

27. VARIOUS OF MEN DRIVING CAR SIMULATOR

GENEVA, SWITZERLAND (MARCH 1, 2016) (GENEVA INTERNATIONAL MOTOR SHOW – ACCESS ALL)

HONDA WTCC TEAM

28. HONDA CIVIC WORLD TOURING CAR CHAMPIONSHIP (WTCC) RACE CAR

29. HONDA WTCC RACING DRIVERS ROB HUFF, NORBERT MICHELISZ AND TIAGO MONTEIRO TAKING SELFIES

30. SOUNDBITE (English) ROB HUFF, HONDA FACTORY WTCC DRIVER, SAYING:

"Well I think between the three of us we have a lot of experience in motorsport, and not just World Touring Cars, in the grand scheme of thing in motorsport. The three of us, no doubt, get along very well and this is really the first thing you need to look at to create a good team. Ultimately we are here as a team. We all individually want to beat each other. That's only natural but the first and foremost thing is to win the championships for Honda"

31. HONDA WTCC DRIVER NORBERT MICHELISZ CLIMBING INTO RACE CAR

32. SOUNDBITE (English) NORBERT MICHELISZ, HONDA FACTORY WTCC DRIVER:

"I felt that to be a world champion I needed to have factory support and I'm very grateful to Honda for giving me this opportunity. And I have to say for 2016 I'm quite confident to improve, to take the second step and fight with my team mates for race victories."

33. VARIOUS OF HONDA WTCC RACE CAR AND HONDA CIVIC ROAD CAR

34. SOUNDBITE (English) TIAGO MONTEIRO, HONDA FACTORY WTCC DRIVER, SAYING:

"Well of course we use the same sort of design, we start with the same design, we start with the same chassis, this is mandatory thing we have to have. After that it goes into the motorsport area, everything lightweight and everything performance related."

35. VARIOUS OF HONDA WTCC RACE CAR

36. SOUNDBITE (English) ROB HUFF, HONDA FACTORY WTCC DRIVER, SAYING:

"For me I feel that it's very much the right place to be at the moment. Of course Citroen are very much dominating the championship. But I think this year we have made some good changes to the car. Obviously I don't know the old car so well but I've seen the updates that have come to the new car. I did one day in the old car testing and I've done two days in the new car testing and for sure the new car in every aspect is feeling much stronger."

37. SOUNDBITE (English) TIAGO MONTEIRO, HONDA FACTORY WTCC DRIVER, SAYING:

"This is the year, the winter, where we made the biggest step forward. We have not compared yet face to face, so it's still a bit of a surprise and an unknown, a question mark, but we're quite confident that we're getting even closer."

38. HONDA WTCC DRIVERS STANDING AROUND RACE CAR

39. VARIOUS OF HONDA CIVIC WTCC RACE CAR

GENEVA, SWITZERLAND (MARCH 2, 2016) (GENEVA INTERNATIONAL MOTOR SHOW – ACCESS ALL)

GUUS HIDDINK AND CHELSEA AT YOKOHAMA

40. GUUS HIDDINK ARRIVING TO YOKOHAMA STAND

41. HIDDINK POSING FOR PHOTOS WITH FANS

42. (SOUNDBITE) (English) GUUS HIDDINK, CHELSEA COACH, SAYING:

“We took over in December and they were almost in a relegation zone. And that was a kind of not big panic, but slight panic, and they have asked me to get as soon as possible the team out of relegation zone, which we did in recent 5, 6 weeks. We’re now in a middle, and above the table and that’s OK and now we want to make next step is going as high as possible.”

43. HIDDINK LOOKING AT A TYRE THAT CARRIES CHELSEA’S NAME

44. CHELSEA FC WRITTEN ON A TYRE

45. (SOUNDBITE) (English) GUUS HIDDINK, CHELSEA COACH, SAYING:

“Well the team knows how to play now, they have gain confidence, they like to play beautiful football and what is important now is to go to the next target. We can not be satisfied for Chelsea standard with the in between target, we must go now and try to get even if possible a European spot. “

46. CHELSEA FC CLUB LOGO ON TYRE

47. MORE OF HIDDINK POSING FOR PHOTOS AROUND CHELSEA TYRE

48. YOKOHAMA AND CHELSEA LOGOPICTURE WITH CHELSEA T-SHIRT AND YOKOHAMA TYRES LOGO

49. (SOUNDBITE) (English) CHRISTIAN PURSLOW, CHESLEA MANAGING DIRECTOR, SAYING:

“The position on the front of our shirts is the most important partnership we have in our business. For 10 years we had Samsung, very famous Korean company and we’re absolutely delighted that we are in the first year of the new partnership with Yokohama. All around the world, 500 million Chelsea fans are watching and seeing Yokohama associated with our football club, we are very proud of that.”

50. MEDIA COVERING PRESS CONFERENCE

51. HIDDINK SPEAKING DURING THE PRESS CONFERENCE

52. (SOUNDBITE) (English) GUUS HIDDINK, CHELSEA COACH, SAYING:

“Maybe driving with a car with an open roof somewhere in the sun.”

53. HIDDINK SIGNING AUTOGRAPHS

STORY: The 86th edition of the Geneva International Motor Show was officially opened on Thursday (March 3) by Alain Berset, the Swiss Federal Counsellor and Head of the Interior Department.

Berset was welcomed at Palexpo by Geneva Motor Show President Maurice Turrettini, General Manager Andre Hefti and President of the Geneva Republic and State Council, Mr. Francois Longchamp.

Berset 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.

During the first two press days on Tuesday and Wednesday (March 1&2), manufacturers took the opportunity to present not just their new designed cars but also developments in other sectors.

TAG HEUER: For the second year running TAG Heuer prepared a special exhibition at the Geneva Motor Show. The Swiss watchmaker showcasing its close links with the world of motor racing, invited famous actor and a race driver Patrick Dempsey to a scheduled media frenzy gathering on Wednesday (March 2).

Dempsey had his best year yet in racing in 2015, scoring his first ever career win in the FIA World Endurance Championship in Suzuka and finishing second at the 24 Hours of Le Mans.

"We achieved all of our goals for the most part. Me personally and as the team and the Porsche in overall. So we have a lot we have to work towards going into this year. A lot to live up to and that's very exciting," the 50-year-old American said.

Apart from Dempsey's-Proton Racing Porsche 911 RSR, TAG Heuer decided to display different race cars that show their deep historical involvement in the motorsport.

Jean-Claude Biver, TAG Heuer chief executive said being present at the motor show was something completely natural to them.

"We have been part of the motorsport since 1969, when we started with Ferrari. We've been in Formula 1 since ever, 1969. Belonging to motorsports, why shouldn't we be at an exhibition of cars."

Tag Heuer also brought to an end its 30-year association with McLaren ahead of the 2016 Formula One season, and switched to rival Red Bull, who will continue to use Renault engines, but with the power unit branded TAG Heuer. Their 2016 car will thus be known as the Red Bull Racing-TAG Heuer RB12.

"Eventually, the best choice would even be to be associate as an engine sponsor and for that reason we took the engine sponsor, so a big difference we had with McLaren. With McLaren we were very good but a normal sponsor, here we are an exceptional sponsor, we have an exceptional place and we are even in the naming of the team," explained Biver.

TAG Heuer has featured on McLaren team's cars since 1985. But in a major coup, the iconic watch brand has decided to join forces with Red Bull who has amassed 4 Double World Champion titles (FIA Constructors and Drivers) in 2010, 2011, 2012 and 2013.

Biver said, it was Red Bull Racing's unorthodox approach to the sport, which appealed to them, one which is perfectly in line with their new marketing strategy.

"McLaren is a great brand, they do great cars, they do great Formula 1 cars, great GT car. Why did we stop? The contract was going to end, so instead of renewing with McLaren, we believed that a disruptive brand like Red Bull could be more adapted to the new and young consumers we are targeting."

The Formula one season kicks-off in Australia on March 20.

HONDA WTCC: Honda has displayed the drivers and the car it will use for an expanded assault on the FIA World Touring Car Championship at the Geneva Motor Show (Tuesday March 1).

The team will field three Honda Civics in the championship, one more than previous years.

Former series winner Rob Huff and WTCC independents' champion Norbert Michelisz join Tiago Monteiro in the squad.

"The three of us, no doubt, get along very well and this is really the first thing you need to look at to create a good team," said Huff.

Hungarian driver Michelisz has used Honda machinery as an independent for the past three years.

He says the chance to drive for the factory Honda team fulfils an ambition first set when he joined the championship in 2008.

"I felt that to be a world champion I needed to have factory support and I'm very grateful to Honda for giving me this opportunity," he said.

The WTCC race car sat alongside of the road-going Civic R at Honda's display in Geneva.

Tiago Monteiro, whose career achievements include a podium finish in Formula One, said the cars share common DNA.

"We start with the same design, we start with the same chassis, this is mandatory thing we have to have," said the Portuguese driver. "After that it goes into the motorsport area, everything lightweight and everything performance related."

Honda last won the WTCC manufacturers' championship in 2013. Since then the factory Citroen team has dominated, taking two championships, and a pair of drivers titles for Jose Maria Lopez.

British driver Huff was WTCC champion in 2012 and has taken 27 WTCC race wins.

He's hopeful the decision to switch to Honda from Lada will be justified.

"For me I feel that it's very much the right place to be at the moment," he said. "Of course Citroen are very much dominating the championship. But I think this year we have made some good changes to the car."

The 12 round 2016 WTCC season starts at the Paul Ricard circuit in France on April 3.

HIDDINK: Chelsea manager Guus Hiddink has a European finish in sight for his team after recent success of results brought them into eight place in the English Premier League.

The Blues were close to the relegation zone when Jose Mourinho left the club back in December - but are showing signs of revival under the Dutch coach and are now unbeaten in the English league.

"We took over in December and they were almost in a relegation zone. And that was a kind of not big panic, but slight panic, and they have asked me to get as soon as possible the team out of relegation zone, which we did in recent 5, 6 weeks. We're now in a middle, and above the table and that's OK and now we want to make next step is going as high as possible," Hiddink said while visiting Geneva Motor Show on Wednesday (March 2).

With 10 league games still to play, the Blues are 6 points behind West Ham United in sixth spot, and seven points behind Manchester United and Manchester City in fifth and fourth respectively.

Hiddink stressed that the players are back enjoying the game and playing the beautiful football they know. But the team should not be content with recent results and should maintain the current form to propel the club into contention to qualify for Europe.

“We can not be satisfied for Chelsea standard with the in between target, we must go now and try to get even if possible a European spot,” he said.

Hiddink was joined in Geneva by the Chelsea Managing Director, Christian Purslow. Both visited the stand of the club’s title shirt sponsor Yokohama. The Japanese tyre maker has signed a 5-year deal with Chelsea back in 2015.

“The position on the front of our shirts is the most important partnership we have in our business. For 10 years we had Samsung, very famous Korean company and we’re absolutely delighted that we are in the first year of the new partnership with Yokohama. All around the world, 500 million Chelsea fans are watching and seeing Yokohama associated with our football club, we are very proud of that,” said Purslow.

Even with Hiddink quickly turning the club's fortunes around in recent months, the 69-year-old is not expected to stay after the season is finished. Italy manager Antonio Conte is rumoured to take over the club after the Euro's.

The Dutchman is not too worried what he will do when the summer arrives.

“Maybe driving with a car with an open roof somewhere in the sun,” he jokingly said.

The Geneva Motor Show will run until Sunday March 13.