

80th GENEVA INTERNATIONAL MOTOR SHOW GENEVA PALEXPO, 4TH TO 14TH MARCH 2010

The 80th Geneva International Motor Show will be held at GENEVA PALEXPO from March 4 to 14, 2010. The opening will be on Thursday, March 4 at 10.00 a.m. by the President of the Swiss Confederation, Ms. Doris Leuthard, the President of the State Council of the Republic and Canton of Geneva, Mr. François Longchamp, and Me Luc Argand, the President of the Motor Show, in the presence of many dignitaries from the worlds of politics, business and industry.

OPENING HOURS

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|---------------------|------------------------|-------------------------|
| 10 hours every day: | Weekdays: | 10.00 a.m. – 08.00 p.m. |
| | Saturdays and Sundays: | 09.00 a.m. – 07.00 p.m. |

ADMISSION PRICES AND E-TICKETING

Daily admission tickets giving one access to the Show:

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|--|-----------------|
| Adults: | CHF 14.- |
| Children aged 6 to 16 and OAPs | CHF 8.- |
| Groups (more than 20 persons accompanied): | CHF 9.- /person |

E-ticketing: possibility of purchasing and printing your ticket online at www.salon-auto.ch.

Dogs are not admitted to the Motor Show.
Smoking is not permitted inside the buildings of GENEVA PALEXPO

SHOW'S SECTORS

About **700 brands** from around 30 countries will be presented by almost **250 exhibitors** on a gross surface area of **119'000 m²**, in the following sections:

- Private motor cars
- Electric and alternative-propulsion cars
- Special bodywork for motor cars, design and engineering
- Converted cars (tuners)
- Accessories and components for motor cars
- Original Equipment Manufacturers (OEM)
- Workshop installations
- Miscellaneous products and services

The allocated net exhibition area is approximately **78'000 m²** although there was a demand for over **79'000 m²**.

PREMIERS AND INNOVATIONS

As the only international motor show held annually in spring in Europe and on "neutral territory", the Geneva Show is known as one of the most representative of the industry.

The major manufacturers always unveil major innovations at the Show, in the presence of their CEOs. This year over **140 World and European premieres** have been announced in all sectors.

GREEN PAVILION – Exhibition of the technologies of tomorrow

In the “Green Pavilion” the visitor will discover the history, the present and the future of “green mobility”. Some 10 exhibitors – well known manufacturers, small but highly qualified companies, research and development institutes – from Switzerland, Germany, Croatia and Finland will present the whole line up of alternative form of propulsion.

Based on last years’ experiences, the display of the Green Pavilion has been slightly modified. The exhibitors will not only present their technologies on a stand, but also explain them in detail via video projections.

GREEN TEST DRIVES – Drive to the future

Half a dozen exhibitors took the opportunity to invite their visitors to a test drive in a prototype that might already be on our roads after tomorrow.

INTERNATIONAL ADVANCED MOBILITY FORUM – a look at mobility in the future

For the third year in succession, IAMF, the forum dedicated to the theme of transportation options for the future, will take place on March 9-10, 2010 in the Congress Centre at Palexpo. Scientists, specialists, researchers and representatives of the automobile industry will meet together in Geneva within the framework of the Geneva International Motor Show. More than 30 speakers will present their views on 6 different themes. Visitors to the Geneva Motor Show will have free access to the closing session.

www.iamf.ch.

THE OFFICIAL GENEVA MOTOR SHOW SITE: www.salon-auto.ch

All the latest news and pictures are available on the official web site of the Motor Show <http://www.salon-auto.ch> .

Main sponsor: BIOGAZ

Media partners: Eurosport, Yahoo Cars, Revue Automobile/Automobil Revue, Blick.ch

SALON-AUTO.TV : The televised programme of the Show on Internet

The news, novelties, and human interest stories from around the Show will be on line every day from 1st to 15th March, at 10:00 a.m.

This service is available at www.salon-auto.tv , and also directly accessible via the website of the Show : www.salon-auto.ch.

EXCLUSIVE SERVICE FOR THE MEDIA: Press conferences in broadcast quality

The International Geneva Motor Show has teamed up with The NewsMarket (www.thenewsmarket.com) to provide you with live and on-demand coverage of **every scheduled press conference**.

Free, broadcast-quality footage for each press conference of 2nd March will be made available for download via ftp on <http://www.thenewsmarket.com/genevamotorshow20190>.

The public will be able to follow live the conferences of 2nd March on the official site of the show www.salon-auto.ch.

VISITOR'S GUIDE AND OFFICIAL CATALOGUE

With more than a hundred pages, the Visitor's Guide presents all of the premiers and the other vehicles exhibited at the Show, plus practical information, maps, and feature articles.

This 14th edition has a new more practical and smaller format (L178 x H 231 mm), and content, which was developed in collaboration with the Ringier Group and L'illustré. This Guide is in three languages (French, German, and English) and all 700,000 copies will be available free of charge.

To be inserted in Il Caffè of 28th February 2010, the Schweizer Illustrierte of 1st March and l'illustré of 3rd March.

HOW TO GET TO GENEVA PALEXPO

By Geneva public transport network (TPG)

| | |
|-----------|-----------|
| Line : 5 | Line : 23 |
| Line : 10 | Line : 28 |
| Line : 13 | Line : 57 |
| Line : 15 | Line : Y |

By train

Save with Motor Show Combo Tickets.

Take advantage of the Motor Show Combo tickets. They entitle you to reduced rail travel and discounted admission. If you already have an admission voucher, purchase the Rail-Ticket for a reduction in your train journey. The Motor Show Combo tickets are available at all stations throughout Switzerland, at the Swiss Railways (CFF) automatic ticket machines and on line. For further information www.rail.ch/motorshow

Online ticket: includes official admission

The train ticket and the official admission ticket are included in the Motor Show online ticket. This will save you even more time, as you will bypass the queues and gain direct access to the Motor Show. www.rail.ch/ticketshop.

By road

From Geneva City Centre: we strongly recommend you take Geneva Public Transport (TPG). From Lausanne and France: take the Motorway and follow directions to Palais des Expositions, GENEVA PALEXPO or Salon (Motor Show).

Car parks

Follow the directions given by the police. Shuttle buses run regularly between the various outer car parks and GENEVA PALEXPO throughout the entire period of the Show.

P-48

P-49

P-Zone internationale: weekends only

In France: P-Macumba, open daily.

If you need further information's concerning prices and schedules, please visit the official website:

www.salon-auto.ch

Disabled

Link to the map on the internet site Geneva Palexpo for paper print:

<http://www.palexpo.ch/resources/accshandicapes.pdf>

Coaches

Car park P47 is reserved for coaches, buses and groups. Leave motorway at Ferney exits and follow signs.

ACCOMMODATION

Visitors are strongly recommended to book their hotel accommodation as soon as possible by contacting:

Geneva Tourism - 18 Rue du Mont-Blanc - 1201 Geneva
 Tel. +41 22 909 70 20 - Fax +41 22 909 70 21
 E-mail: info@geneve-tourisme.ch – Internet: www.geneve-tourisme.ch

FACILITIES INSIDE THE EXHIBITION BUILDING

- **Official information desks** in the halls
- **Cloakrooms:** Conference centre, Hall 5, 6 and in the basement of Arena
- **Money:** several cash withdrawal and exchange machines are available
- **Nursery:** situated in the entrance hall, beneath Hall 1, welcomes children aged 3 to 6 years.
Price CHF 5.-/hour.

SHOW BOUTIQUE

The traditional Show Boutique offers a whole range of articles bearing the colours of the show: T-shirts, sweatshirts, baseball caps, badges, lighters, etc.

RESTAURANTS AND VARIOUS BARS

Gastronomical cuisine :

- Buffet Restaurant des Gourmets: **congress Center**, 250 places, a haven of peace
- Le Poivrier: **entrance hall**, 120 places, French cuisine
- Villa Sarasin: **next to Palexpo building**, 110 places, closed on week-ends

Traditional cooking

In the Entrance Hall :

- Le Restaurant, entrance hall, 180 places, French style
- Self-service "il Limoncello", Jura room, 300 places, Italian style
- Self-service "La Place du Village", Mont-Blanc & Cervin rooms, 800 places, Swiss specialities
- L'Entrecôte, Salève room, 200 places, quick service, meat specialities

In the Congress Centre

- Self-service : 480 places, moderate prices

In Hall 7

- Panoramique Restaurant: 270 places, with a view of the airport runway

Bars and snack bars: Hall 3, main entrance hall, bars in the halls 1 to 7, champagne bars in hall 3 and on esplanade of hall 6, in the congress centre and on the terrace of Hall 2

Below you will find the names of senior Motor Show staff members, who will be pleased to help the representatives of the press:

ORGANISING COMMITTEE

Chairman

Luc ARGAND

Vice-Chairmen

Werner BÖSIGER and Christian LÄMMLE

Show Director

Rolf STUDER

MANAGEMENT

PALEXPO General Manager
Operational Management
Technical Coordination
Secretary General
Promotion and Advertising
Sponsoring
Press and Public Relations
Press Service

Claude MEMBREZ
Philippe ECHIVARD
Jürg KOHLER
Tanja SCHAER
Claire SCIMIA
René LAMBELET
Silvia BLATTNER
Mireille BUZZANGA

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