

The 90th edition of the Geneva International Motor Show (GIMS) will take place at Geneva Palexpo from March 5 to 15, 2020.

Around 100 World and European car premieres will be presented by approximately 150 exhibitors, including major car manufacturers and start-ups from the technology sector.

A major highlight will be the many electric drives on display; Rimac will announce a new model in the hyper-car segment and the supercars from Vega in Sri Lanka, the new Hispano Suiza Carmen Boulogneur and the debut of Czinger will also attract significant attention. Pininfarina is set to celebrate its 90th anniversary with a special model and of course, the traditional brands will also be showing off many exciting new developments.

For the first time ever visitors will have a unique opportunity to test drive a variety of alternative drive vehicles in a 456-metre indoor circuit called GIMS Discovery.

A2P will provide free of rights footage of more than 40 car premieres on the first Media Day, Tuesday March 3, as well as a preview of the #event on Monday March 2.

Also on Monday March 2, we will provide highlights from the Car of The Year ceremony, presented in Geneva for the ninth year running.

Finally, on Wednesday March 5, we will distribute a VNR dedicated to the VIP Day, an exclusive conference with more than 25 executives and personalities from the #automotive and technology sectors exploring the topics shaping the future of mobility.