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Lameko P., Pavlov V., Boyarskaya A.
Geneva Motorshow

Belarusian National Technical University
Minsk, Belarus

The International Geneva Motor Show is Europe's only Class A auto show, held annually. This exhibition is one of the main events of the automotive industry, with the largest automotive brands regularly participating in it. As it should be, every year the Geneva Motor Show opens its doors to hundreds of visitors and presents dozens of new models or concepts.

The International Motor Show in Geneva is younger than the Parisian, but older than Detroit – it was founded in 1905 and for many years takes place in the Palexpo exhibition center near the local airport. In addition to automobiles with internal combustion engines, steam engines were exhibited at the first car dealerships, and the Palais des Expositions exhibition complex itself was built in 1926 precisely in connection with the auto show and was expanded several times. At the first exhibition, 59 exhibits were shown, and over 17 thousand people visited the event. The second motor show was also held in Geneva in 1906, but the third exhibition was held a year later in Zurich.

In 1934, the Geneva International Motor Show became one of the main events of this kind in the world, and by 1939 two hundred companies participated in the exhibition. All the expositions were not placed in the exhibition complex, so some of them were placed in temporary halls. The first motor show after the Second World War opened its doors in 1947, but despite the difficult times, it was again successful – 305 exhibits were located on an area of 9602 sq. M. This was

followed by years of steady growth in the popularity of the event: in 1948, the exhibition gathered 200 thousand visitors, in 1960, 300 thousand visitors, and in 1967 over half a million viewers.

Geneva Palexpo, one of the largest and most modern exhibition complexes in Europe, was built in 1981 near the airport. The first event at the new exhibition complex was the International Trade Fair for Commercial Vehicles in January 1982, followed by the International Auto Show in March.

In 2000, over 700 thousand people visited the Geneva Motor Show for the first time in history, and the absolute record of 747,700 visitors was set in 2005. Switzerland does not belong to the world leaders in the automotive industry, so the Geneva Motorshow stands out against the background of car dealerships in Detroit, Frankfurt and Paris, with a more international character. The exhibition featured world premieres of such cars as the Mercedes 300 S Ponton, Ford Mondeo, Ford Granada, Audi 80, Audi 100, Audi A8, the first generation and many others. Opening of the 2019 Geneva Motor Show

In this year another exhibition took place. As a rule, the novelties of the Geneva Motor Show are presented 2 days before the official opening of the exhibition – within the framework of traditional press days. During this time, about 70 press conferences are held, in which representatives of exhibiting companies take part. The area of the covered complex is 108 thousand square meters. m, open-air exhibition area - 21 thousand square meters.

Also, a very characteristic feature of the Geneva Motor Show is its advertising posters – over the long decades of these graphic design works, a large book has been printed that was published for one of the past anniversaries.

In 2019, the 89th auto show will start on March 7 and will last until March 17. To figure out what to expect at the

Geneva Motor Show, consider the main models, the dates of their show, as well as characteristics. As already known, in the framework of the auto show, the leaders of the world production of cars will present more than 100 new models, concepts and prototypes, which will soon enter the market. All this action will be held at the well-known Palexpo Arena.

Despite the fact that the start of the show is only on March 7, for journalists at the 2019 auto show in Geneva, the doors will open from March 5th to the 7th of March, these days are also known as press and trade days. The organizers of the Geneva Motor Show in 2019 promised the most unexpected innovations and that in the coming days will appear in dealerships around the world. Among the concepts in Geneva, 30 models are expected to be shown, serial models will be about 100 copies (as an example, the new Skoda Kamiq crossover), although a sharp migration of concepts to serial models is not excluded.

As an example, the German manufacturer Audi has prepared several new concepts for the Geneva Auto Show, which had never been shown before. This is a pair of electric cars, a parquet version of the Q4 e-Tron, as well as a small five-door Audi E-Tron Hatchback concept. The recent French brand PSA has not lagged far, this time at the exhibition in Geneva, it will bring a modern electric car for a two-person city – the Citroen Ami One Concept and a slightly larger Citroen Centenary Concept.

From luxury and more bulky cars in Geneva, you can mark the new Aurus Senat. The British brand Bentley will present the fastest Bentley Bentayga Speed crossover, as well as a special version of the Bentley Continental GT in the Bentley Centenary Special configuration for the company's 100th anniversary.

Now consider the charged sports cars, which also show at the Geneva Motor Show. The French-German brand will

surprise the anniversary Bugatti Chiron Sport 110 and Bugatti and the new Bugatti Hypercar whose price starts at \$18 million. Lambo is not far behind, in the auto show we can expect a new Huracan EVO. McLaren continues the line of sports cars; it will bring the updated 600LT Spider MSO and 600LT Spider to the car dealership.

Going further on the list, at the Geneva Motor Show you can find another batch of cars from Volkswagen, but this time it is a hybrid specimen or with internal combustion engines. In particular, the new Golf GTI TCR, the eighth generation Golf and updated Passat in several versions, including the Alltrack and hybrid. Next on the list presented from Volkswagen listed Multivan and the new T6. Ford is not particularly diverse, while it is known about a pair of Mondeo and Focus ST models.

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