

# The International Geneva Motor Show

The International Geneva Motor Show is one of the largest automotive events in the world, and is eagerly awaited by car buffs worldwide. Also known as Le Salon International de l'Auto, it is held every March at the Geneva Palexpo, (convention centre). This year the Show will be held from March 4 to 14.

The history of the Show dates to 1905 when it featured multiple varieties of automobiles, ranging from combustion engines (run on petrol), steam driven cars and unique shaped and sized cars.

In 1919, an association called L' Organisation Internationale des Constructeurs d'Automobiles (OICA.) was formed in Paris by automobile manufacturers from all over the world. The OICA took on the responsibility to host the auto show on an annual basis. This year marks the 80th time that the Show has been organised in Geneva. Apart from displaying the latest models, the Show highlights all kinds of innovation in automotive technology, such as the latest breakthroughs in engine, safety and comfort technology. Car prototypes ranging from conventional sedans to the latest sports cars are displayed there. One of the show's limelight stealers is the exhibition of super cars (flamboyant sports models) such as the Ferrari 599XX, Lamborghini Murcielago and Aston Martin One 77.

The latest attractions are environment friendly vehicles, featuring small fuel efficient cars as well as hybrid models that use minute quantities of petrol and mostly operate on electricity.

The Geneva Auto Show also serves as a venue where numerous other aspects like auto partnerships and mergers are discussed.