



Shift AUTOMOTIVE: A New Biannual Convention Exploring the Future of Driving

Geneva International Motor Show and IFA Berlin, the global leaders in automotive and consumer electronics events, join forces to explore how new automotive technologies are changing the way we think, live and drive

Geneva / Berlin, 6 March 2018 – The Geneva International Motor Show, Palexpo, IFA and Messe Berlin are launching a new biannual convention - Shift AUTOMOTIVE – which will explore how new technologies are changing the way we think, live and drive. New automotive technologies are rapidly and fundamentally transforming our world; driving the change are companies from both the automotive industry, and the world of technology and consumer electronics. Until now, public attention was focused on new technological achievements. In reality, though, the success or failure of these technologies will be determined by whether consumers are ready for the change ahead: Do drivers and passengers see transport disruption as a threat or an opportunity? Will new technologies make driving more complex, or less? What happens when drivers become passengers? And are people ready to switch from owning a car to subscribing to mobility experiences?

The new automotive convention – to be held twice a year, in Geneva and Berlin, alongside the Geneva International Motor Show and IFA – will explore the challenges posed by the mobility disruption and explore and celebrate ideas for the automotive future ahead. Industry keynotes, panels and workshop will cover a broad range of issues, including: when will consumers be ready to trust autonomous cars; cyber security in cars; how will the Internet of Things transform the driving experience; and how will disruptive mobility change human transport - and society itself - for the better.

The launch of Shift AUTOMOTIVE will be marked with a keynote speech by Alex Manea, the Chief Security Officer of BlackBerry. He will outline why for drivers and passengers of cars there is “No Safety without Security - How to Win Trust and Secure Autonomous and Connected Cars”. The keynote as well as brief remarks by the organisers of Shift AUTOMOTIVE will be delivered on 6 March 2018 at 14:45 in Hall 1 of Palexpo, during the first media day of the Geneva International Motor Show.

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The first two-day Shift AUTOMOTIVE event will be held in Berlin on 4 and 5 September 2018, followed by the Shift AUTOMOTIVE in Geneva in March 2019.

Maurice Turrettini, the President of the Geneva International Motor Show, said: "Nobody knows yet how we will drive in the future – except that it will be dramatically different to our experience today. With Geneva International Motor Show and IFA joining forces, Shift AUTOMOTIVE brings together the best of the consumer electronics and automotive industries, because only if both work together can we build an automotive future that works for us all."

Jens Heithecker, IFA Executive Director, said: "Amazing things happen when inventors from two different industries – automotive and consumer electronics - tackle the same challenge: the future of driving. With Shift AUTOMOTIVE, we want to explore how new technologies are changing the way we all think, live and drive. The way we get from point A to point B is going to be utterly disrupted, but we need to know how and when consumers will be ready for it."

About Geneva International Motor Show

The Geneva International Motor show is the only international motor show recognised by the OICA (International Organisation of Automobile Constructors) that takes place annually in Europe and is a member of the "Top 5" worldwide. In 2017, the exhibitors reinforced the prestige and importance of this event by presenting more than 150 world and European premiers before some 10,000 media representatives. During the 11 days of the Motor Show more than 691,000 entries of visitors from around the world were registered. www.gims.swiss

About IFA Berlin

IFA is the world's leading trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 31 August to 5 September 2018. Alongside the event, IFA Global Markets will take place from 2 to 5 September at Station Berlin, bringing together buyers and OEMs / ODMs at Europe's largest sourcing show for the electronics sector. www.ifa-berlin.com

About Palexpo

Palexpo, Geneva's exhibition and convention centre situated in the heart of Europe, is an international venue for sporting, economic and cultural shows and events. It hosts prestigious events such as the Geneva International Motor Show, Davis Cup tennis, the Concours hippique international de Genève, the Supercross, the Salon international de la haute horlogerie Vitafoods, Ebase, INDEX ArtGenève, Gem Genève and EPHJ-EPMT-SMT www.palexpo.ch

About Messe Berlin

Based on turnover and growth, Messe Berlin is one of the world's ten leading trade fair companies, developing and hosting hundreds of live events in Berlin and around the world. Its wide-ranging portfolio includes ITB, IFA, InnoTrans, FRUIT LOGISTICA and the International Green Week, as well as major conferences and iconic events such as the street celebrations (Fanmeile) at Brandenburg Gate. www.messe-berlin.com

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