

GENEVA INTERNATIONAL MOTOR SHOW



ASTHEIMER

/GENEVA MOTOR SHOW 2018

Geneva is the best show to get an overview of the future of the European and broader auto industry as there are always significant launches of new vehicles and concepts of the future. One thing that is clear is that the industry is facing dramatic change. The car world has been shaped by petrol heads, and the idea that the future of the automobile will be dominated by electric, autonomous and shared vehicles is an unavoidable reality that is not that easy to take.

Some car makers are embracing the change, some are fighting against it, and some seem to be in a state of paralysis.

The show had a multitude of Visions, Vizzions, Mission e's and i's.

A vast array of supercars, AMG's, M's and SV's

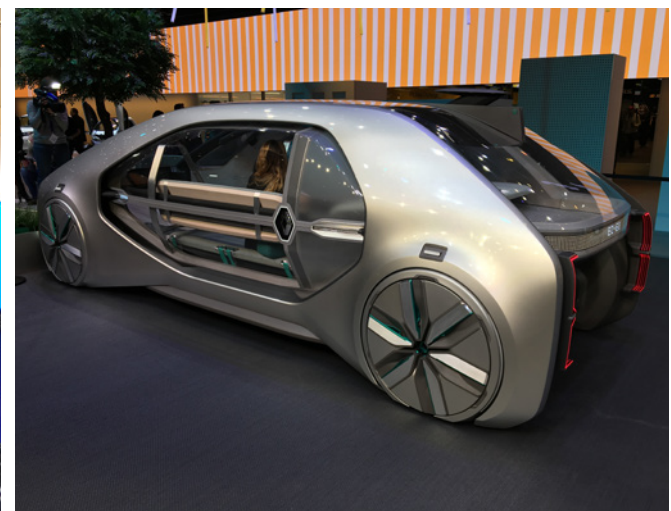
And a variety of classics from the past, showing a certain nostalgia of this fast changing world.

The industry for the last 100 years has been perfecting “the ultimate driving machine”, faster, bigger, sexier and more expensive. The industry has optimised the design process with masterful surfacing, fit and finish, the finest engineering, and the glossiest of marketing.

It now has to reinvent itself, as the architecture, driving emotion and customer needs change.

I have picked out some of the themes and highlights from this years show.

/AROUND THE SHOW



/THEMES

/EV and HYBRID PERFORMANCE

Some of the stand out cars of the show, introducing a new crisp/clean design language, where white signified electric.



Jaguar i Pace



Mission E Cross Touring / Volvo XC40 / Polestar / Lexus UX

/SUPERCARS

As a clear evidence of the growth of the ultra high net worth market, there is a growing offering of low series and bespoke manufacture of super cars. Sport and performance came in a variety of primary colours, and bespoke as an element of decoration.



Ferrari 488 Pista



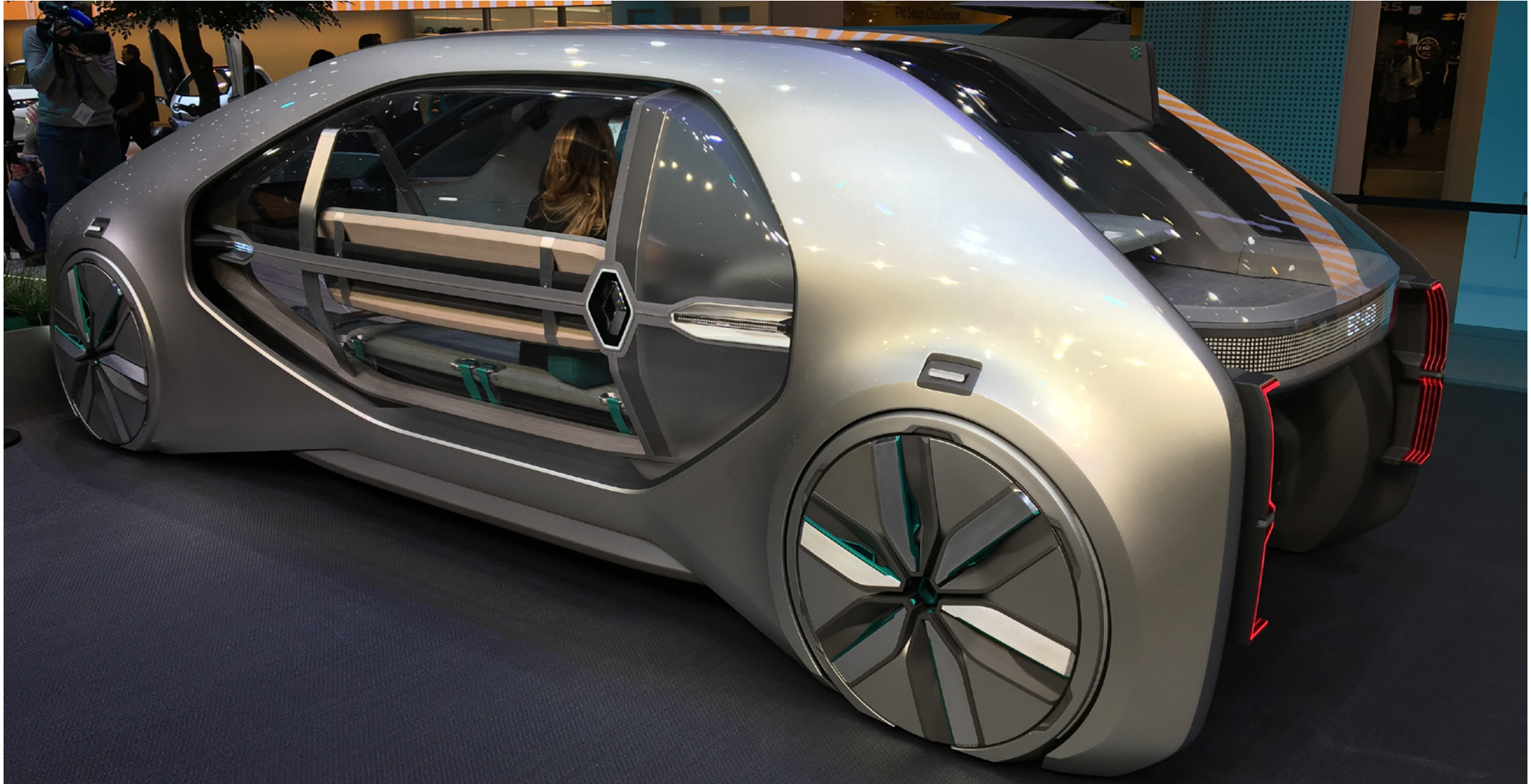
Hennessey Venom F5 / Bugatti Chiron / Koenigsegg Regera / Porsche / Lamborghini Huracan / McLaren Senna GTR



Rolls Royce Bespoke / Range Rover SV Coupe / Rolls Royce Dawn Aero Cowling / Bentley Bentayga Hybrid

/AUTONOMOUS

Fully autonomous vehicles will revolutionise the cars' architecture, here are some visions of the future



Renault EZ-GO



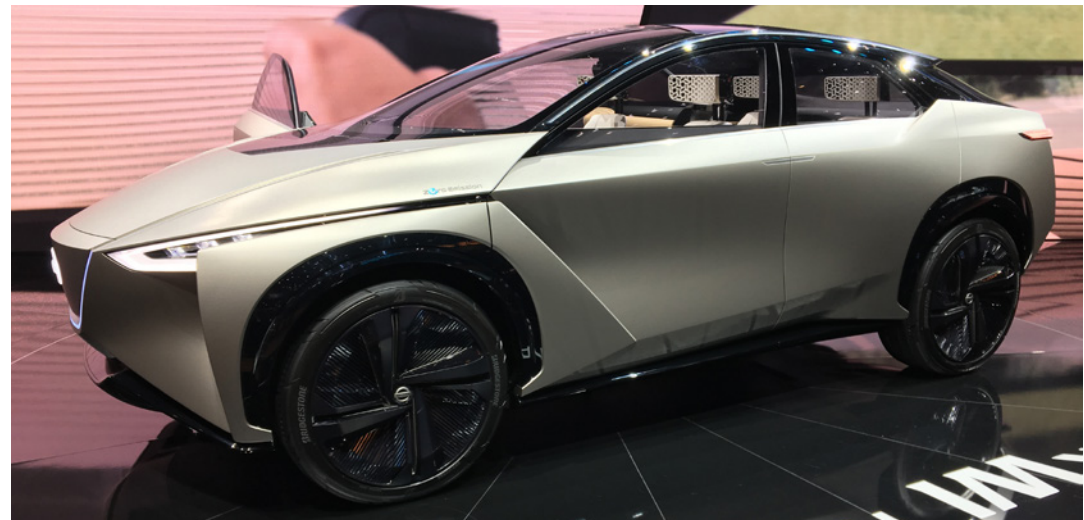
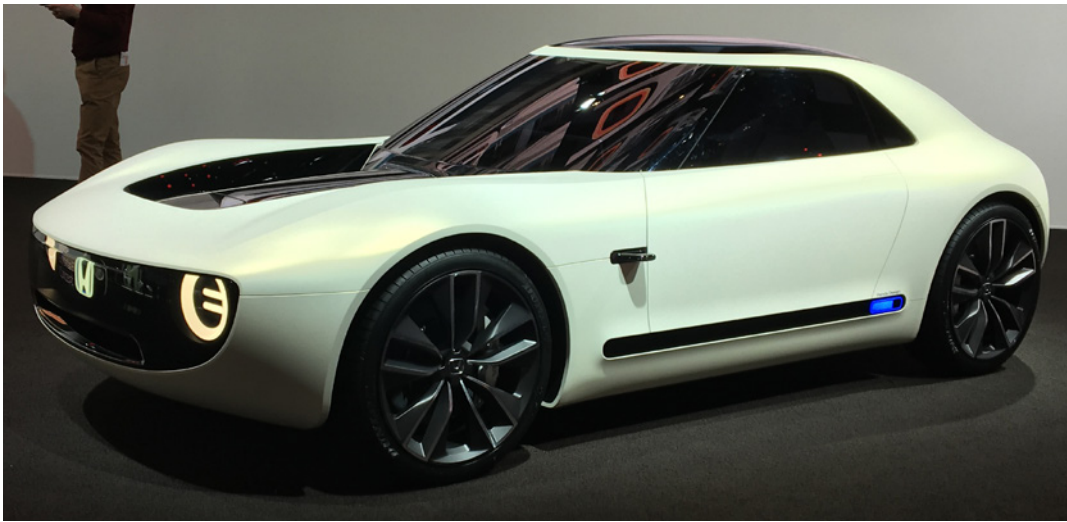
Audi/Airbus Pop.Up Next / Icona / Smart

/SHOW CARS

Concepts used to test public perception...



Mazda Vision



Honda Sports and Urban EV Concepts/ Nissan IMx

INTERIORS

Nature and comfort were dominant themes with natural wood finishes, accent colours and light weight shell seats.



Nissan concept



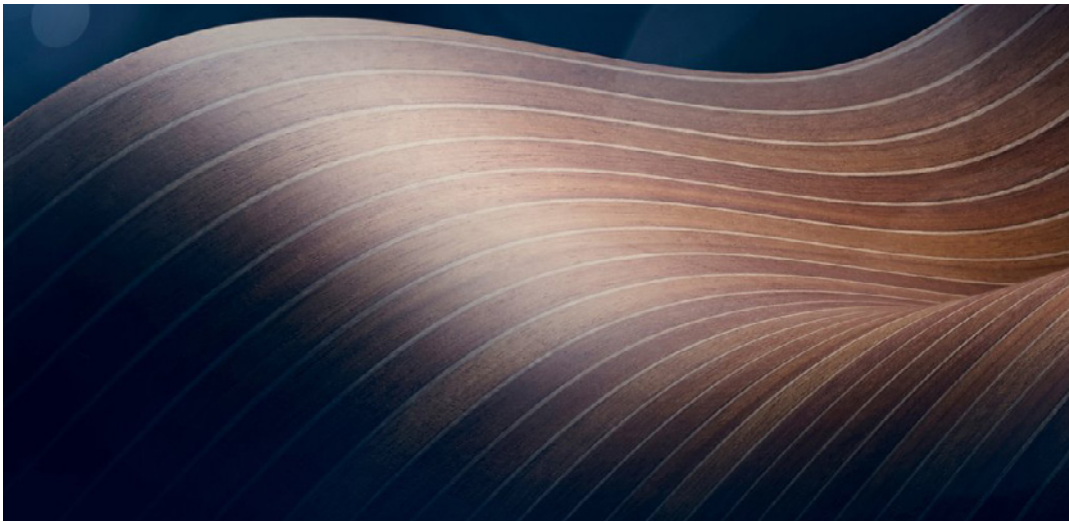
Honda / Land rover / BMW / Hyundai / Lamborghini

INTERIORS

Nautical themes



Range Rover SC concept



Range Rover SV concept

INTERIORS

Accent colours, accent stitching and broguing



Aston Martin DB11



/AROUND THE SHOW

