



CARMA

GENEVA INTERNATIONAL MOTOR SHOW 2024 MEDIA COVERAGE ANALYSIS

Exploring Automotive Sector Trends: Sustainability &
Electrification, AI & Technology, The Car of the Year and more.



FEBRUARY 1, 2024 /// March 8, 2024

Media discussions around GIMS focused on electrification and Chinese brands. Renault's innovations and BYD's expansion in Europe shaped coverage as well as consumer interest towards sustainable automotive technology.

COVERAGE VOLUME TREND IN ONLINE MEDIA AND X (TWITTER)

- Online Media
- X (Twitter)
- Google Trend Index (EVs & Sustainable Mobility)

GIMS 2024 DAY 2

Feb 27: Media coverage concentrated on the trend towards electrification and the increasing market share of Chinese automakers. Renault's affordable R5 EV, award-winning Scenic was stated to raise "hope" amid intensifying EV competition.

GIMS 2024 DAY 1

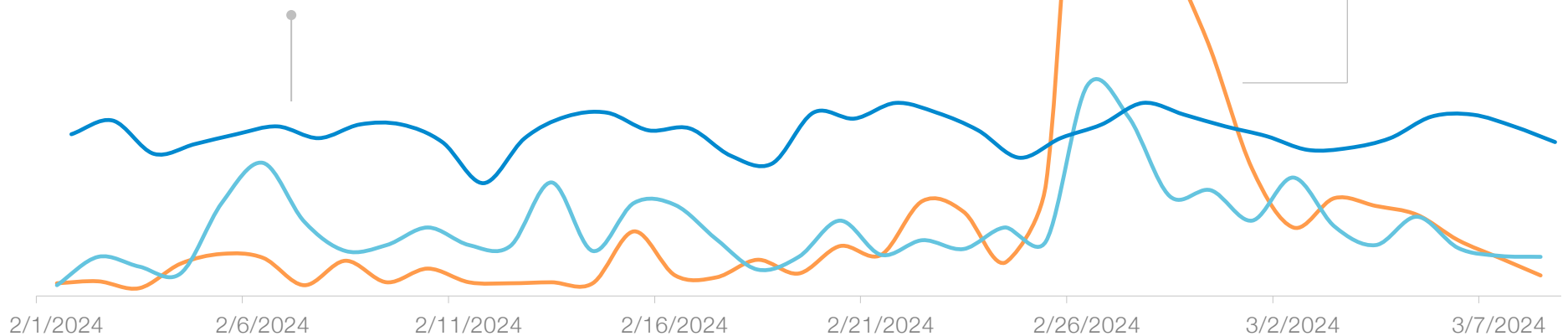
Feb 26: Media narratives at the Geneva Motor Show underscored the debut of the Dacia Sandrider and BYD's introduction of its SEAL U DM-i model, marking its entry into the European PHEV market. IM Motors' L6 electric saloon was also introduced, positioned as a competitor to established models like the Tesla Model 3. Additionally, Renault's 5 E-Tech, featuring integrated Google and AI technology, made its premiere, while the Renault Scenic was recognized with the Car of The Year 2024 award.

GIMS 2024 DAY 3-4

Feb 28-29: Online media and X discussions focused on the ascension of electrification and the notable presence of Chinese manufacturers. Coverage detailed Renault's launch of the economically positioned R5 EV to retain market share amid industry transformation.

PRE-GIMS 2024

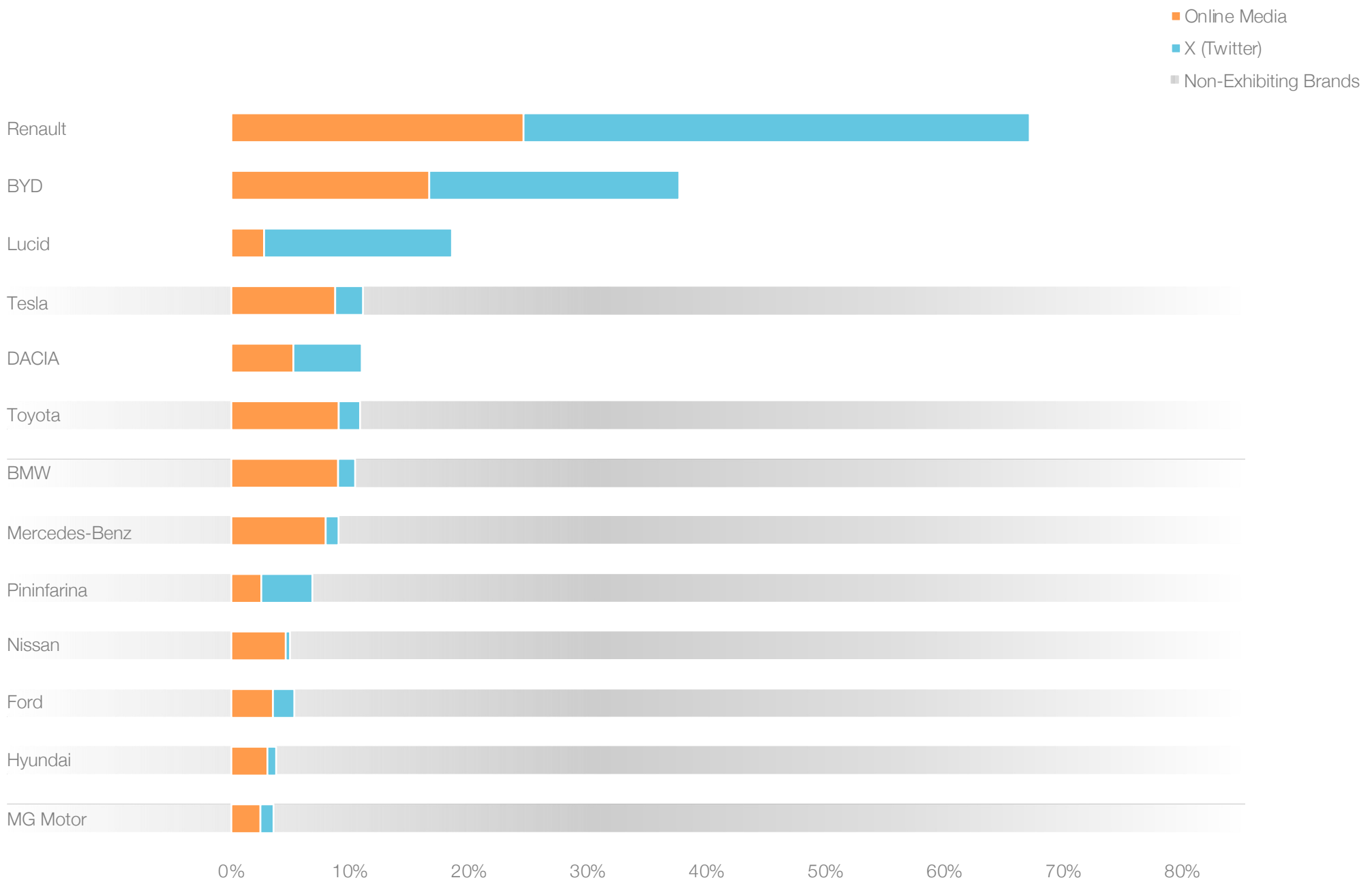
Feb 6: Online and Twitter discussion highlighted MG Motor's preparation to introduce the new MG3 hybrid supermini, marking its world debut and European launch.



Coverage featured legacy manufacturers and significantly expanded to the emergence of new players in the automotive sector. **Despite their absence, non-exhibiting brands saw substantial coverage around the event.**

**TOP EXHIBITING & NON-EXHIBITING BRANDS
SHARE OF VOICE (SOV) IN ONLINE MEDIA & X (TWITTER)**

Renault led media coverage, celebrating its Car of the Year win and unveiling the new Renault 5 E-Tech, while BYD captured attention with its DM-i super hybrid technology, marking a significant leap in its [European expansion](#). Brands like [Tesla](#), [Toyota](#), [Nissan](#) and [BMW](#) maintained media presence, focusing on innovations, product offerings, and [partnerships](#) underscoring their market influence.



Coverage highlighted BYD, Lucid, Renault, and Dacia's innovations in sustainability, AI, and electrification.

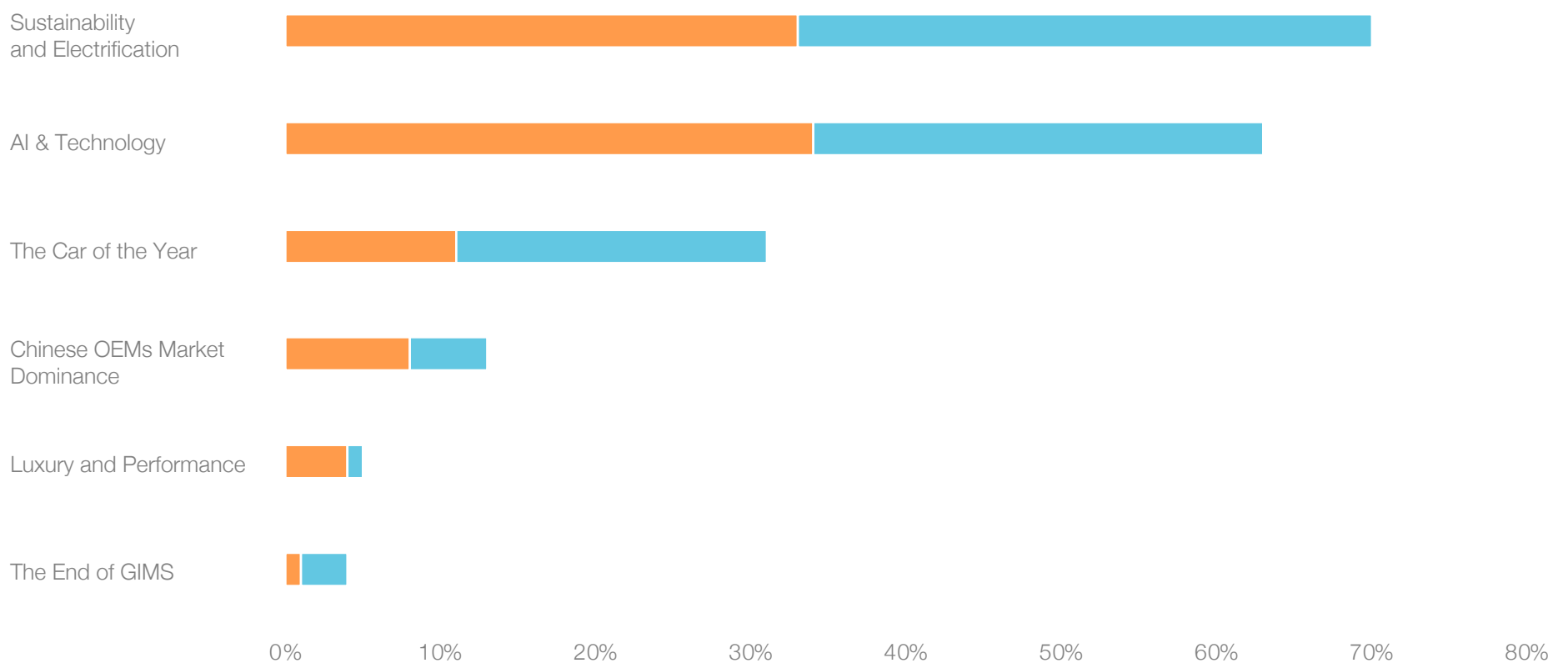
This included integrating AI assistants, enhancing battery range, and prioritising the use of recycled materials.

The [BBC](#) and [The Daily Mail](#) highlighted the victory of the all-electric Renault Scenic E-Tech at the 2024 GIMS, winning the title of European Car of the Year. [Reuters](#) reported on European carmakers and energy suppliers needing to collaborate more to catch up with China in terms of the size of its electric vehicle (EV) sector.

AI, technology, and sustainability are prominent themes in BYD, Lucid, Dacia, and Renault's product offerings, featuring advanced AI assistants, efficient electric powertrains, recycled materials, and optimized aerodynamics. [Forbes](#) and [Car Magazine](#) noted the decline of GIMS exhibitors and the growing influence of Chinese car manufacturers in the global market. The End of GIMS theme noted the decline and was portrayed through the coverage of the event's cancellation in 2020.

**THEMES SHARE OF COVERAGE (SOC)
IN ONLINE MEDIA AND X (TWITTER)**

■ Online Media
■ X (Twitter)



Actionable Insights Based on Media Coverage

(What are some possible implications?):



Jennifer Sanchis
Insights Consultant

The role of European manufacturers in Europe should be reasserted

Amidst the notable presence of Chinese manufacturers at the Geneva International Motor Show (GIMS), media attention gravitated towards the potential scenario wherein automotive manufacturers based in Europe could face significant competition and “fatal blows” from their Chinese counterparts. This scrutiny was especially heightened in light of the burgeoning prominence of electric vehicles within the automotive industry.

GIMS attendance may have limited effects on comms

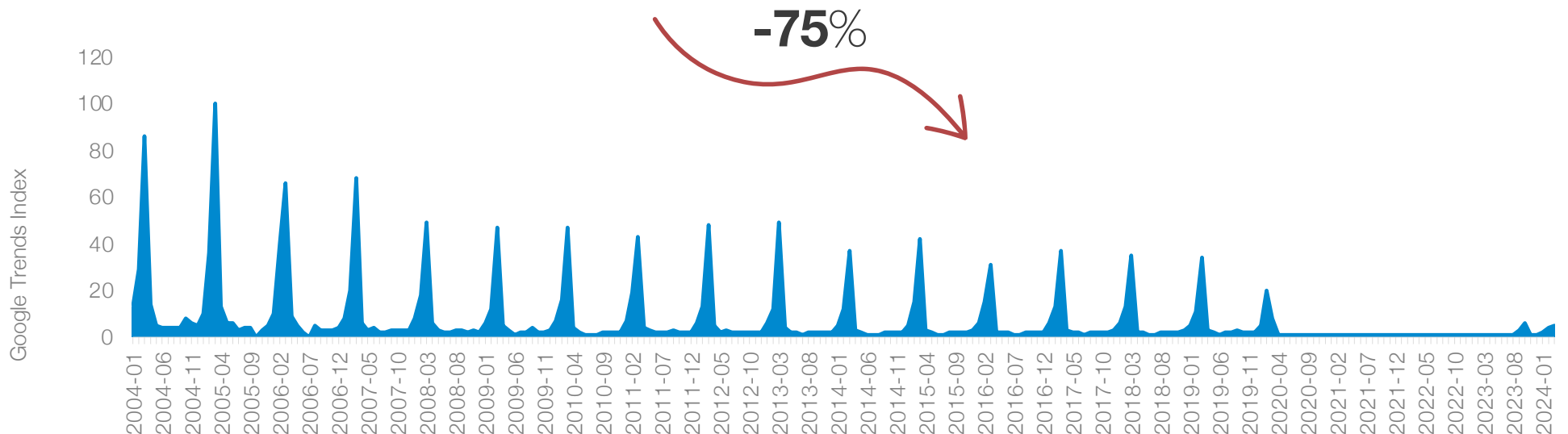
Following a series of show cancellations attributed to the COVID-19 pandemic, significant discourse emerged regarding the precipitous drop in attendance (the show used to attract crowds of about 600,000 and up to 10,000 journalists; this year, the show saw 168,000 visitors and 2,000 journalists attend). Numerous media platforms such as Car Magazine deeming GIMS “on life support” highlighted the stark reduction in visitor figures alongside the conspicuous absence of prominent manufacturers, prompting inquiries into the event’s pertinence.

Strong positioning of product innovation messages will become more and more prevalent

Coverage around the event was prompted by discussions around innovation – in electrification, technology, connectivity and hybridisation, in an attempt to boost a sluggish consumer demand and get consumers to think of electric vehicles differently. As James Attwood, deputy editor of Autocar magazine, told the BBC: “Not only do [manufacturers] have to make electric cars, the way the rules work they actually have to sell them as well. What you’re going to see is cars that are designed to get people looking and thinking of electric cars in a different way. Lots of manufacturers are now trying to showcase just what you can do with electric cars.”

**GENEVA INTERNATIONAL MOTOR SHOW
GLOBAL SEARCH INTEREST OVER TIME**

■ Google Trends





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What's Next

Telling a meaningful measurement story is more crucial than ever in today's challenging economic environment. CARMA's team of industry leading communications evaluation consultants work with our clients to help them prove the effectiveness of their communications, uncover real insights, refine strategy and prove real value. This report provides just a small snapshot of how we work with our clients around the world. If you'd like more information on how we could work with you, please get in touch.

Methodology

The analysis drew on data from February 1st, 2024, to March 8th, 2024, leveraging 3,239 online media articles and 2,759 social media posts from X (formerly known as Twitter). This data was sourced through Boolean searches utilizing CARMA's global online media crawler for traditional outlets, and similar searches on X for social volumes.

Note: The identification of countries involved in social media discussions (X) relies solely on geolocation data from X users. This represents only a subset of the total sample, as it excludes users who have not enabled geolocation.

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