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> [Green wave at the Geneva Motor Show](#)

Fuel efficiency through new technology will be a key focus at this year's auto event with all leading carmakers featuring environmentally friendly models.

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Amid stronger concerns about global warming and the environment manufacturers from all continents are trying to outdo each other for low-emissive, fuel-efficient systems. The Geneva motor show, held from 8 to 18 March, will reflect that the development of new technologies is now a major concern for car manufacturers who like to show off their green credentials.

The new concept of green comes at a time when the debate about vehicle greenhouse gas emissions has reached its climax after the European Commission announced to set a mandatory target of 130 g/km of CO₂ emissions by 2012 for new cars. But while some manufacturers already predict the decline of whole business areas, others are convinced that eco-minded drivers will turn into loyal customers, thereby ensuring long-term benefits for carmakers willing to follow the green trend.



Reactions

"This time we will have an environmental show in Geneva," said Willi Dietz, a German researcher of the car industry. The watchword will be "more intellect instead of emotion", he added.

"Exhibitors do not sell a lot of cars here but if we have 700,000 visitors, there are 70,000 decisions taken here at the show," pointed Rolf Studer, the show's General Manager, at the event's trend-setting role.

Background

The 77th edition of the Geneva Motor Show will gather 250 exhibitors featuring more than 80 world and European vehicle premieres. Around 700,000 visitors are expected during the 11 days the show is open to the public.

More information:

- > [Official website Geneva Motor Show](#)