

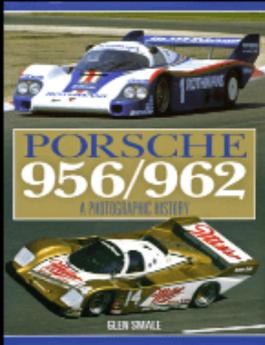


81st Geneva Motor Show

Published: March 9, 2011 By: Glen Smale

Online version: <https://www.virtualmotorpixblog.com/81st-geneva-motor-show/>

I have now done several Geneva shows and they just seem to get better and better. Or at least the cars do, but the presence of non-journalistic visitors including children on press days is still a huge nuisance. These two days are for just that, the press, who have to cover the show for the respective media outlets, editors, publishers or bosses, and when kids run in front of you while you are trying to work, it is massively annoying (I normally like kids though, I must add).



Foreword by Norbert Singer

SIGNED COPIES AVAILABLE DIRECTLY FROM THE AUTHOR

BUY NOW



[slideshow_deploy id='2064']

However, nuisances aside, the Geneva show is a well-run event and a favourite with journos and snappers alike. Some manufacturers hold pre-show launches at hotels around the city and this gives the press a bit of a heads-up on what to expect the next day at the show, to give journalists the opportunity to get reports into the press before the show itself. This year, yours truly witnessed the unveiling of the new Kia Picanto (European Premiere) and the Kia Rio (World Premiere), both of which are destined for great things if the manufacturer is to be believed. But seriously, the Picanto, which has always been a favourite of mine, looks to be a mature, well thought-out city car while the Rio is also certain to be a strong market contender.

The show itself offered the expected avalanche of electric plug-in and hybrid models one



reads about so often these days, but to be honest with you, this writer is not convinced that plug-in is the way to go. Electrical energy is under increasing pressure because everything we do today requires an adaptor or an electric plug and therefore needs to be 'plugged in', so imagine what will happen to the national power supply when we all get home from work in the evening and plug in our cars at the same time, in order that they can be recharged, so that we can get to work the next day. In the UK, where we are already relying on a dwindling power supply, this will become a problem. In my opinion, the next commercially feasible power supply for motor cars will only be discovered by our grandchildren.

It was good to see some old manufacturers back at Geneva. The AC is largely unchanged in design and is still a much loved model, but the De Tomaso is a big unknown. This latter manufacturer is perhaps best known for its Pantera supercar which hit the streets in 1971, and rumour has it that a new supercar may make an appearance later in the year, but their latest Sport Tourer cannot be described as beautiful.

No doubt Ferrari's new FF fills a niche and this model probably looks about as pleasing to the eye as a 6.3-litre, 651bhp, 208mph hatch back can look, but I don't see this going down in history as one of their most endearing designs. This new model represents Ferrari's first four-seater, 4x4 offering and is reputed to be the fastest all-wheel-drive cars available today. Apparently it is meant to appeal to those drivers who want to take their skiing clobber with them on holiday, something that they couldn't do in a 458. I am not so sure that I would want to travel very far in the rear of an FF with full holiday gear, but perhaps you can send the luggage ahead via DHL or something.

Now the Alfa stand had a beautiful body on display, and here I am talking about the car - yes, the 4C is an absolute knockout from any angle. Powered by a 1750cc engine, this concept is expected to hit the showrooms towards the end of next year. Alfa can expect its order books to be full to overflowing if the final production model looks anything like this beauty. This model will be one to watch!

A full show report will be posted on [Vehicle Engineer](#) shortly. That's a wrap for this issue... Happy motoring!

Share this: