

AUTOMOTIVE

Geneva gives glimpse into the future with onslaught of concepts

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Aston Martin unveils its Lagonda Concept at Geneva Motor Show. Image credit: Aston Martin.

By BRIELLE JAEKEL

Luxury automakers are clambering to reveal their most innovative features at this year's Geneva Motor Show, where electric tech is dominating.

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Land Rover, Mercedes, Bentley, Lexus and Maserati are only a few of the brands that dropped new model reveals last week in Geneva, Switzerland. Many designs are looking to a shift in the market, with luxury SUV and crossover designs making waves and electric concepts becoming more prevalent.

"The Geneva Auto Show is important because it's the first major European auto show of the year and the world's top luxury brands are all in attendance," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "It's also the world's largest auto show that debuts the world's most luxurious and exotic cars."

Announcements and reveals

Jaguar and Porsche have both taken two trends in the auto industry and combined them with their releases at the Motor Show.

The I-Pace SUV from Jaguar is aimed to compete with Tesla's Model X, as an all-electric SUV. Jaguar's endeavor is priced below Tesla's design, at \$69,000, and will be rolling out to consumers this year.

Porsche revealed its Mission E, which will not be going into production until next year but is a completely electric four-door design. The brand also exhibited a new concept idea of what it is calling a "CUV," a cross utility vehicle, named the Mission E Cross Turismo.

Aston Martin also showed off a concept design at the Motor Show, dubbed the Lagonda Vision Concept. The British brand said it "aims to be the world's first zero emission luxury brand" and its Lagonda Concept is part of that mission.

The vehicle is meant to be a type of limousine and is said to have level four autonomy, which essentially means it could drive itself. Its power train technology is emission-free.

Land Rover introduced the world to its new Range Rover, a different take on the classic SUV, for which it is known. Calling it "the world's first full-size luxury SUV coupe," the Range Rover SV Coupe debuted at the famous auto show in Switzerland.



Range Rover's SV Coupe. Image credit: Land Rover.

The automaker will cap off its production numbers at 999 for the two-door coupe, which is priced at \$295,000.

In other coupe news from Geneva, German automaker Mercedes-Benz revealed its AMG GT 4Door Coupe that will be the first four-door sports coupe as part of the high-performance Affalterbach division.

Lexus is going a bit bigger with the unveil of its crossover, the UX, which it believes will cater to consumers in their 30s and their lifestyles, while providing an exciting new style.

While coupes, SUVs, concepts and electric cars were prominent throughout the show, supercars also made headlines. Lamborghini, Bugatti and Aston Martin were a few of the automakers that drew eyes with their new sport designs.

Bugatti's Chiron sport is priced at \$3 million and can reach 62 miles per hour in 2.5 seconds.

At [#GimsSwiss](#), [#BUGATTI](#) unveils a new version of the [#Chiron](#), the Chiron Sport, which boasts improved handling performance and more agility and gives a much bigger emotional experience on engaging roads and handling courses. [#GIMS2018 @GimsSwiss #ChironSport pic.twitter.com/O0zhZQwQUq](#)

Bugatti (@Bugatti) [March 6, 2018](#)

Last year, the brand gave attendees of the Geneva International Motor Show a further place to explore its brand with the opening of a redesigned showroom in the Swiss city.

The showroom, which is located nearby to the car show venue Palexpo exhibition center, reopened with its new look ahead of the industry event. Bugatti also unveiled last year's highly anticipated consumer model of the Chiron, and the retail store acted as a commercial extension of its show stand ([see more](#)).

Aston Martin shared its 1,100 horsepower track-only version of its hypercar, the Valkyrie.

Lamborghini showcased its Huracn Performante Spyder in a unique matte blue. The car has a max speed of 201mph and can hit 62mph within 3.1 seconds.

But the automaker's electric sports car Terzo Millennio is what really turned this year, as details, design and technology is reflective of a car from the future. Futuristic technology such as a body shell that can repair itself and supercapacitors instead of batteries put the vehicle in the forefront of releases at the Motor Show.



Lamborghini Terzo Millennio. Image credit: Auto Evolution.

While Lamborghini is known for its impressive sports models, the brand has also recently revealed it is looking to capture the SUV market with a new vehicle that keeps up its sports car look and feel.

The Urus is what Lamborghini is calling the world's first SSUV, a Super Sport Utility Vehicle that is considered the fastest SUV in creation. Unveiled Dec. 4 at its Lamborghini Factory 4.0 and through a live stream, the automaker claims it can reach speeds upwards of 190mph ([see more](#)).

Beyond auto

It was not just automakers who participated in this year's Geneva Motor Show. Luxury watch brands also participated in the festivities, hoping to capture its predominantly male audience.

For instance, Roger Dubuis partnered with the show to create a special product from its Excalibur line made in partnership with Lamborghini Squadra Corse and Pirelli.

The black watch is embellished with bright green highlights, a nod to Lamborghini, with a design reflective of a supercar. The band itself is made with rubber from Pirelli tires, which have competed in actual races.

Tag Heuer, which has a history of design inspired by the racing industry and a close relationship with auto and sports brands, announced it will be sponsoring Aston Martin. The two shared they will be working together for the upcoming racing year ([see story](#)).

"The most innovative luxury vehicle was the Lamborghini Terzo Millennio, which touts itself as the 'super sports car of the third millennium,'" iSeeCars' Ms. Blackely said. "Among its features is the ability to repair itself and four electric motors powered by super-capacitors."