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In contrast with last year, considering all the concept cars and new models unveiled, 2014's Geneva auto show strongly put forth the message that fun is ahead and the automotive crisis in Europe is now behind us. While IAA Frankfurt focuses on German cars and NAIAS Detroit focuses on American cars, the Geneva show is different because no cars are produced in Switzerland. But this is definitely a show meant for European buyers. The eight takeaway points we retain from our visit are:

1. The 2014 edition is partly focused on small cars like Toyota's Aygo, Peugeot's 108, Citroën's C1, Renault's Twingo 3, and the Opel Adam Rocks, all meant to attract new customers towards a first experience with a brand.
2. Most new production cars' premium headlamps, if available, are HIDs. We saw only relatively few new cars equipped with LED headlamps, and those were mainly premium cars like Audi, Mercedes, and Lexus models.
3. To create visual distinction from HID, the LED headlamps on offer use lenses with square, rectangular, and special contours.
4. Headlamp heights are decreasing in concept cars, also to some degree in new production models.
5. We're definitely seeing industry-wide use of DRL and rear lamp design to emphasise styling differentiation and reinforce brand signature.





6000 lux (at 10m) from Mercedes, Audi, Mini, Volvo, Citroën, Lotus, Bentley, Saab, etc. level light



7000 lux (at 10m) from Audi, Mercedes, Volvo, Citroën, Lotus, Bentley, Saab, etc. level light  
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