

Geneva BIT Car show

What a surprise it was when I arrived on Monday morning to discover that 4 of the P1's spaces had been marked out with tape, held up by bollards topped with the logo of a famous German saloon car brand (BMW, not to name it).

Strange, I thought...

What kind of important event would require such an installation?

Did you say strange?

Did I say strange?

How strange! (I wasn't going to say "bizarre" again).

After a moment of reflection and metaphysical questioning, two brand new limited edition saloon cars rolled into the car park in electric silence.

After brainstorming with a few colleagues passing by, this led us (😊) quite naturally to speculate that the Managing Director's car would soon be changed. This was confirmed shortly afterwards by a confidential source known to the editorial team.

I don't know about you, but in a world where we're asked to be careful with our spending and faced with the more or less programmed obsolescence of what we buy, I clearly wondered WHY our CEO already wanted to change the official car, which isn't that old and still in perfect condition. WHY are we considering buying a luxury i-5 series M60 (601 bhp, 0-100 km/h in 3.8 seconds) when all the departments have been asked to make a substantial financial effort on their budgets?

After providing IT services at home, our Managing Director is now organising a 'Car Show' in the workplace!

Brilliant!

I'm going to ask the Head of Cabinet if it's possible to get a fleet discount and take advantage of low prices for my future company car.

Who's willing to help me with my request?