



MEDIA RELEASE

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Philadelphia Auto Show Returns With Largest Collection of East Coast Debuts in Recent Years

--The unique 750,000 square-foot display floor opens to the public on February 2--

East Norriton, Pa., Jan. 24, 2019 – The Philadelphia Auto Show proudly returns to the Pennsylvania Convention Center February 2-10. Media Preview Day is Feb. 1. Press walk-arounds will be hosted by Jeep, Ram, Nissan, Toyota, Subaru and Honda.

Key highlights of this year’s Philadelphia Auto Show include the return of 37 global manufacturers to the show floor displaying their latest product to hit the market as well as an array of additional displays featuring exotic vehicles, super cars, classic automobiles, after-market rides, Hollywood cars and more.

“This year’s line-up of pre-production models is one of the fundamental reasons why we say there is *Nothing Like The Auto Show*,” said Ian Jeffery, chairman of the 2019 event. “Nowhere else can Philadelphians see what they’ll see here. It’s one of our largest line-ups of pre-production models that we’ve had onsite in recent years and we are thrilled to offer our approximately 250,000 anticipated guests the opportunity to be amongst some of the first consumers to ever see these vehicles—especially those who are in the market.”

As one of the nation’s largest consumer auto shows, the Philadelphia Auto Show annually welcomes approximately 250,000 attendees and has a proven track record of influence on consumers in the region. According to the latest follow-up surveys conducted by Analytic Business Services (AnaBus), approximately 42 percent of Philadelphia Auto Show attendees went on to purchase a vehicle within 12 months of their Auto Show visit, which translated to about \$3 billion in sales regionally.

“The Auto Show has never been more relevant,” said Kevin Mazzucola, executive director of the event. “Attendees are trying the metal on. While you can compare price, MPGs, etc. on the internet, you can’t touch, see, or feel the vehicles—and so many of them—the way you can at our event. Consumers crave that experience and that is why our impact, as well as attendance, has never been stronger.”

Examples of 2020 pre-production models that Philadelphians will see for the first time include the new Ford Explorer, Ford Mustang Shelby GT500, Hyundai Palisade, Honda Passport, Jeep Gladiator, Kia Soul, Kia Telluride, Lincoln Aviator, Porsche 911 Carrera 4S (992), Toyota Corolla SE and Volkswagen Passat.

Several highly-anticipated 2019 models are also expected to be on-site including the Audi e-tron, Chevrolet Blazer, Ford Ranger, Ford F150 Raptor, Hyundai Kona, Lamborghini Urus, Lexus UX, Mercedes A-Class, Ram Heavy Duty, Subaru Forester, Subaru STI S209, Toyota RAV4 Hybrid and Volvo S60.

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For a full list of featured vehicles and other details, please visit phillyautoshow.com.

About the ADAGP and Auto Dealers CARing for Kids Foundation

The Auto Dealers Association of Greater Philadelphia (ADAGP), established in 1904, is the oldest association of its kind in the nation. Comprised of 190 franchised new car and truck dealers throughout the five-county Philadelphia area, the Association owns and produces the Philadelphia Auto Show. The Auto Dealers CARing for Kids Foundation is the philanthropic arm of the ADAGP. It is a 501(c)(3) public charity that aims to enhance and enrich the lives of children in the communities where its dealer members work and live. Since its incorporation in 2003, the Foundation has contributed more than \$12.3 million to area children's charities and organizations.

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**Editor's Note – Information valid as of print date. Please check phillyautoshow.com for the latest updates on featured vehicles, special events and more.