



MEDIA RELEASE

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Philadelphia Auto Show Launches New Digital Buyer's Guide for Area Consumers

East Norriton, Pa., Feb. 9, 2021 – The Philadelphia Auto Show has launched a new [Digital Buyer's Guide](#) available to all consumers who are currently in the market for a new vehicle. The new, complimentary guide can be found on phillyautoshow.com.

“As we work hard to determine if we can safely and effectively host an event in June, we acknowledge how important our show is to area consumers who are in the market for a new vehicle this time of year,” said Kevin Mazzucola, executive director of the Auto Dealers Association of Greater Philadelphia, which produces the annual Philadelphia Auto Show. “Therefore, we’ve created this one-of-a-kind Digital Buyer’s Guide to help ‘guide your buy.’ We know there is no place like our physical event to compare all of one’s options, but we hope this fills one of the many voids.”

The [2021 Digital Buyer's Guide](#) features approximately 300 model year 2021 vehicles with photos, descriptions, specs and pricing for each model. As stated earlier, it is complimentary to all and can be found on phillyautoshow.com.

More details on the potential 2021 Philadelphia Auto Show will be announced by early Spring. Please monitor phillyautoshow.com for the latest updates.

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 \$15.1 million to area children’s charities and organizations.

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