



For: San Diego International Auto Show®

Contacts: San Diego International Auto Show
Amy Foley – 619 886 4969
Amy@NCDA.com

For Immediate Release

Rohatynski/Harlow Public Relations
Joe Rohatynski – 313 378 6570
Joe@JoePR.com
Marc Harlow – 810 599 2558
Marc@HarlowPR.com

San Diego Auto Show Shows its Green Side

Nation's first "Auto Show Eco Center" premieres in San Diego

SAN DIEGO, CA, December 3, 2007 – The San Diego International Auto Show (SDIAS) will become the first auto show in North America to dedicate a significant portion of floor space to the promotion of environmentally-friendly vehicles and technologies. Sensitive to the fact that environmental issues are becoming increasingly important to automotive consumers, auto show management has established **The Eco-Center**, a special area for the sole purpose of bringing the environmental message to the public.



The Eco-Center is a unique and ambitious new program of the San Diego auto show to demonstrate to consumers the various technologies available on today's vehicles and to show technologies that are just beyond the horizon that could positively impact our fragile environment.

Entertaining and educational displays on current technology such as diesel and electric-hybrids will demonstrate to consumers just how easy it is today to own a vehicle that will decrease fuel consumption, and reduce harmful emissions.

-- more --

San Diego Auto Show Shows its Green Side
Page Two – Dec. 3, 2007

In addition, The Eco-Center will:

- examine modern diesel engines developed to take advantage of new low-sulfur diesel fuels, and demonstrate how such power plants can result in less reliance on imported fuel sources
- display electric-hybrid vehicles currently available that significantly increase fuel economy
- introduce consumers to vehicles that are powered by non-traditional fuel sources such as E85, a blend of ethanol and gasoline
- peer into the future of hydrogen powered vehicles that will ultimately eliminate harmful emissions

Automobile manufacturers are expected to display several concept and production green vehicles in the Eco-Center and on the show floor. Look for the Mazda Tribute Hybrid; Daimler's Smart Car; the Toyota Prius Hybrid; Dodge's Durango Hybrid; and several other automotive green vehicles.

A central feature of the Eco-Center will be Volkswagen's Diesolution Tour semi-trailer, an interactive display that educates consumers on Volkswagen's diesel heritage and discusses the latest alternative fuel technologies.

And, finally, the San Diego Environmental Foundation's interactive *A-Maze* will entertain students on Family Day at the auto show, Sunday, Dec. 30, 2007.

About the San Diego International Auto Show

Presented by the 110-member New Car Dealers Association® San Diego County, the San Diego International Auto Show is the highest-attended five day auto show in the United States, and the second highest-attended show in California. Located in the seventh largest market in the country, the show boasts access to one of the largest and increasingly influential Hispanic markets in the U.S., and is just 17 miles away from Mexico's wealthiest city – Tijuana – and its population of nearly three million people.

-- more --

San Diego Auto Show Shows its Green Side
Page Three – Dec. 3, 2007

The 2008 Model Year San Diego International Auto Show, which uses 725,000 square feet, is held at the San Diego Convention Center, 111 West Harbor Drive, San Diego, CA 92101. The show runs from Wednesday, December 26 – Sunday, December. 30. Show hours: 10 am – 10 pm Wednesday – Saturday, and 10 am – 7 pm on Sunday. Admission: Adults (13 and over) \$10; Military (with ID) \$7; Seniors (62 and over) \$7; Children (7-12) \$6; Children (1-6) Free. For information on VIP E-Tickets and discount coupons, visit www.sdautoshow.com

###

Source: San Diego International Auto Show