



For: San Diego International Auto Show®

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**For Immediate Release**

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**What's Better Than the 2007 San Diego International Auto Show?  
The Bigger, Better 2008 San Diego International Auto Show**

SAN DIEGO, CA, November 6, 2007 – The 2008 Model Year San Diego International Auto Show (SDIAS) promises bigger and better manufacturer exhibits, which translates into more new cars on display for Southern California auto enthusiasts. The show runs December 26-30, 2007.

Thanks to a supportive San Diego market and strong, growing relationships with automotive manufacturers, the show will also feature an unprecedented number of new concept vehicles and production vehicles that have just arrived to the U.S. market, including the Nissan GT-R (just revealed at the Tokyo International Motor Show), and the 2009 Toyota Matrix and Corolla.

In its second year as an independently produced event, the San Diego International Auto Show is committed to offering the finest automotive and experiential event, and has quickly built its reputation as both a premier auto show in Southern California and a complete family entertainment venue.

“Last year, we said that the San Diego International Auto Show will truly be like no previous show,” said show director Kevin Leap. “I believe we demonstrated to the San Diego market just what we meant; this year we’ve got an even more amazing mix of family entertainment that will serve as the supporting cast to the vehicles, since, as we like to say, the ‘Cars are the Stars’ at our show.”

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The San Diego International Auto Show encompasses over 725,000 square feet, displaying over 400 new-model vehicles, surpassing its record-setting 2007 show. The show will offer an unprecedented opportunity for people to view, touch and examine new-model vehicles and futuristic concept cars in a family-friendly, non-selling environment.

Beyond the show floor, and in keeping with its mission of providing an enjoyable and meaningful experience for attendees, the show has arranged for numerous activities for both young and old.

**Eco-Center**

The Eco-Center will explore and exhibit the technology available on today's automobiles that will have positive impact on our fragile environment. 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. Beyond that, the Eco-Center will offer a glimpse into the future of fuel saving and emission reducing technologies, such as hydrogen-based fuel cells.

**Ultimate Ridez Expo (URE)**

The hot, hip and happening Ultimate Ridez Expo returns to San Diego and features the latest trends in automotive customizing and aftermarket accessories with club-style entertainment. Located in the San Diego Convention Center's upstairs Sails Pavilion, URE will showcase tricked-out cars, mini-trucks, exotics and celebrity rides in addition to other special events, including a fashion show, break dancing contest, DJ battle, and bikini contest.

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**Ride & Drives**

Once again, Hyundai will host a Ride & Drive and feature the Hyundai Azera, Sonata and Santa Fe. The Hyundai Ride & Drive will take place Friday, December 28 – Sunday, December 30, 2007, from 10 am – 6 pm, and will be located on the front drive of the convention center near Gate F.

New this year is the San Diego County Ford Dealers Ride and Drive, the first ever at the show sponsored by a dealer association. Licensed drivers can experience a Ford Edge, Fusion, Escape Hybrid or Mustang GT. Located just outside the main entrance to Hall B, the Ford Ride & Drive runs from Wednesday to Saturday, 10 am to 6 pm, and Sunday, 10 am to 4 pm.

**Spa by Bardot**

If there were an official spa of the San Diego International Auto Show, this would be it. Spa by Bardot will help introduce a wonderful way to improve the quality of your life, and take the stress out of driving with Diamond Infused Manicures and the Convertible Pleasure treatment, which provides drivers the special protection needed from the sun's damaging rays with Dermalogical Skincare. Bardot's massage therapists will be at the show to hand rub out the kinks and get show guests back in the driver's seat ache-free.

**Exotics Display**

The always popular exotics display from Symbolic Motors will return featuring the cars that we all dream about. This year's exhibit will feature the all-new Rolls-Royce Drophead, Bentley GTC, the Lamborghini Murcielago LP-640, the Lamborghini Gallardo Superleggera, the Spyker C8 Spyder, and a few additional surprises.

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**Tag for Dogs and Cats Bark Buckle Up**

Tag for Dogs & Cats, an emporium of the finest pet accessories, and an advocate of pet safety in cars, works closely with “Bark Buckle Up,” a nationwide pet safety initiative that educates drivers on this important topic. Tag for Dogs and Cats owners will be on hand to describe this program and other pet safety considerations.

**Extreme Garage Makeover**

Check out ORG San Diego, Southern California’s premier garage organization company, who will offer show-goers a chance to win a \$10,000 value Extreme Garage Makeover package.

**Family Day**

There’s something for everyone at the 2008 Model Year San Diego International Auto Show... including Spider-Man. The Marvel Comics Superhero will make an appearance at a “Meet & Greet” on Sunday, December 30, from 10 am - 4 pm. Kids 12 and under get in free with a paying adult. Also making an appearance will be “Sydney -N- Friends” from the World Famous San Diego Zoo. There will be a host of other fun family activities and great giveaways.

**Specialty Vehicles**

Manufacturer concept and hybrid vehicles will be on display throughout the convention center, including the Chevy Volt concept, the Chrysler Nassau, and the Saab Aero X. The highlight of the concept vehicle displays will be, literally, super. The Dodge-built *Fantasticar*, featured in the recent movie, “The Fantastic Four – Rise of the Silver Surfer,” will be on display in the Dodge exhibit. The vehicle of choice for the Fantastic Four can reach speeds of up to 550 mph and an altitude of 30,000 feet. The *Fantasticar* also can separate into three sections. Each one has deployable wings and can maintain the same speed and performance as the entire craft. And yes, it has a HEMI®.

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The 2008 San Diego International Auto Show is held at the San Diego Convention Center, located at 111 West Harbor Drive, San Diego, CA 92101. The show runs from Wednesday, December 26 – Sunday, December 30. Show hours are 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 (when accompanied by a paying adult). For information on VIP E-Tickets or discount coupons, visit the show Website at [www.sdautoshow.com](http://www.sdautoshow.com).

About the San Diego International Auto Show

Presented by the 110-member NCDA, 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. The show, which uses some 725,000 square feet of exhibit space at the waterfront San Diego Convention Center, will be presented Wednesday, December 26 – Sunday, December 30, 2007.

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Source: San Diego International Auto Show