



For: San Diego International Auto Show®

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For Immediate Release

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San Diego Auto Show Grows with New Marketing Partnerships

Fashion Valley, Original Tommy's, 7-Eleven, and Taco Bell to collaborate with show

SAN DIEGO, CA, December 4, 2007 – The San Diego International Auto Show (SDIAS), one of the fastest growing motor events in Southern California, announced today that it has joined in marketing partnerships with several well-known local and national organizations, including Fashion Valley, Original Tommy's Hamburgers, 7-Eleven and Taco Bell, which will feature coupons for free or reduced auto show admittance.

Fashion Valley

Southern California's top shopping destination will once again host Santa Claus this holiday season, but this time Santa will have an extra treat for good little girls and boys (and future car owners). Each child who visits Santa's Workshop at Fashion Valley will receive one ticket valid for free admittance to the auto show, when accompanied by a paying adult December 26-30, 2007. For more information on Santa Claus at Fashion Valley, contact 619.688.9113 or visit <http://www.simon.com/findamall/>.

Original Tommy's World Famous Hamburgers

In addition to the return of Toyota's "Off Road On Site Adventure" behind the San Diego Convention Center, there's another good reason for show visitors to walk back there: Original Tommy's World Famous Hamburgers, the show's first ever outdoor food vendor. The aroma of grilling burgers will be impossible to resist and Original Tommy's will be doing its best to keep the crowds well fed while Toyota and country music station US 95.7 keeps them entertained in a festive, open air tailgate environment.

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7-Eleven

Another well-known partner new to the auto show family is 7-Eleven and its 250 retail stores in San Diego County. Large countertop displays with \$2.00 discount coupons for auto show admittance will be featured at 7-Eleven stores. Coupons may be redeemed at auto show ticket offices at the San Diego Convention Center December 26-30, 2007.

Taco Bell

The 42 Taco Bell restaurants in San Diego County will distribute special \$2.00 off coupons for auto show admittance. Plus, for each Taco Bell coupon redeemed, the San Diego International Auto Show will donate \$1.00 to the Boys & Girls Clubs of San Diego County. Show management hopes to raise \$10,000 in this special fund raising effort.

About the San Diego International Auto Show

Presented by the 110-member New Car Dealers Association, 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 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 or discount coupons, visit www.sdauto.com

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Source: San Diego International Auto Show