



For: San Diego International Auto Show®

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For Immediate Release

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“Auto Show Extravaganza” Returns to Poinsettia Bowl Halftime Celebration

Auto show ticket discounts available with both Poinsettia Bowl and Holiday Bowl tickets

SAN DIEGO, CA, December 4, 2007 – For the third consecutive year, the San Diego International Auto Show (SDIAS) returns as the official half-time sponsor of the San Diego Credit Union Poinsettia Bowl, a football challenge that has earned a reputation as *the* place for area fans to celebrate the game.

Scheduled for December 20, 2007 at Qualcomm Stadium, the third annual Poinsettia Bowl will have special relevance to San Diego and its military heritage as it pits the “Midshipmen” of the U.S. Naval Academy against the University of Utah Running Utes from the Mountain West Conference.

As part of a sponsorship agreement between SDIAS and the San Diego Bowl Game Association, the auto show will also have a presence at the Pacific Life Holiday Bowl, which shares a management structure with both football events, and will be played on December 27, 2007 at Qualcomm Stadium. Attendees from both bowl games will get \$2 off admission to the auto show by redeeming their game ticket stubs at the auto show box office December 26-30, 2007.

Holiday-themed halftime activities at the Poinsettia Bowl will feature performances by college bands; a presentation to the Make-A-Wish Foundation; holiday music performed by a 400-person choir; and a spectacular fireworks finale. In addition, auto show images and information will be displayed on Qualcomm Stadium’s two video boards and distributed to fans upon entering the venue.

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Amy Foley, SDIAS media director, says the mood downtown during the bowl games' celebration, parade and the auto show is electric.

“The auto show’s participation with the bowl games has become a celebration that everyone looks forward to, including the auto manufacturers, because it creates a festive, lively atmosphere and it helps to increase auto show attendance,” says Foley.

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 740,000 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