



## Fact Sheet

The San Diego International Auto Show<sup>®</sup> is presented by the New Car Dealers Association<sup>®</sup> San Diego County (NCDA), which represents the majority of new car and truck dealers in San Diego County. The show has grown to one of the largest shows in the nation (and the second largest in Southern California) displaying more than 400 vehicles and encompassing some 725,000 combined square feet on the main floor and in the Sails Pavilion upstairs at the San Diego Convention Center.

**Show Dates:** Wednesday, December 26 – Sunday, December 30, 2007

**Location:** San Diego Convention Center  
111 West Harbor Drive  
San Diego, CA 92101 / 619.525.5000  
[www.visitsandiego.com](http://www.visitsandiego.com)

**Website:** [www.sdauto show.com](http://www.sdauto show.com)

**Hours:** Wednesday – Saturday: 10 am – 10 pm  
Sunday: 10 am – 7 pm

*The show is open to credentialed journalists beginning at 4:00 am on Wednesday, December 26, 2007*

<b>Admission:</b>	Adults (13+)	\$10*
	Military (w/ID)	\$ 7
	Seniors (62+)	\$ 7
	Children (7-12)	\$ 6**
	Children (1-6)	Free

*\*VIP E-tickets and adult discount coupons are available at [www.sdauto show.com](http://www.sdauto show.com)*

*\*\*Family Day (Sunday, December 30), children 12 and under free when accompanied by a paying adult.*

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**Parking:** \$8 at the San Diego Convention Center or take the trolley

**Show Executives:**

Lane Pearson  
Chairman, 2008 San Diego International Auto Show

Dean B. Mansfield  
President, New Car Dealers Association  
858.550.0080 – [Dean@NCDA.com](mailto:Dean@NCDA.com)

Kevin Leap  
Director, San Diego International Auto Show  
858.550.0080 – [Kevin@NCDA.com](mailto:Kevin@NCDA.com)

**What You'll See:**

Over 400 new vehicle-models from 35 domestic and import vehicle manufacturers showing the latest line up of 2008 model cars, trucks, SUVs, crossovers, and exciting concept cars, including some which have never been seen before in the San Diego market like the Chevrolet Volt, Hyundai Veloster and Chrysler Nassau.

Among the new interactive auto show exhibits this year: **The Eco-Center**, where consumers can see just how far the auto industry has come in the area of green and Hybrid technology. **The Eco-Center** explores and demonstrates the environmentally-friendly technology available on today's automobiles, and is sure to be an entertaining and educational experience for the entire family.

*For a comprehensive list of special features, ride & drives and other show events, please see the general show press release listed on the media page of [www.sdautoshow.com](http://www.sdautoshow.com).*

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