



San Diego International Auto Show puts the *Awe* in *Awesome*

Half-a-million square feet of new vehicles and interactive experiences await

Get ready to be awed as the global auto industry rolls out its newest, most advanced products at the 2020 San Diego International Auto Show (SDIAS). The auto industry is ever evolving to meet the desires of a public seeking smarter, more technologically advanced and environmentally sustainable vehicles than ever. And, once again, there is no shortage of design brilliance and awe-inspiring models in store for those who love cars and trucks.

The 2020 edition of the show runs **Wed., Jan. 1 – Sun., Jan. 5** at the San Diego Convention Center. Show organizers have assembled a collection of more than 400 of the auto industry's best new cars, trucks, SUVs, CUVs, exotics and performance cars, and electric vehicles the global manufacturers have to offer.

Traditionally, the auto show is the best place to shop, with hundreds of new vehicles under one roof in a no pressure, family-friendly environment. And, today, auto shows remain the most influential venue for enthusiasts to learn about and compare new vehicles. According to national research:

- 64 percent of auto show attendees say they are in the market to buy a car or truck in the next 12 months.
- 56 percent of attendees who purchase new vehicles after the show said the show influenced their decision.
- Even after the event, auto shows influence purchase decisions:
 - 69 percent of visitors said they plan to visit a manufacturer's website
 - 55 percent plan to visit a dealer
- More than 25 percent of attendees who plan to purchase a vehicle had their mind made up about which brand to purchase when leaving the show.

And at the SDIAS, visitors have the opportunity to compare *and* experience, given the show's number of popular test-drives *outdoors*, and a brand interactive activation *indoors*.

“The industry is evolving rapidly and it’s exciting to see the changes taking place in what we drive, how we drive and, in some cases, how we’re driven,” said Kevin Leap, the show’s director. “The show is the most accurate reflection of the industry, and simply the best place for consumers to become informed about features, safety advances, technology, and connectivity aspects of new vehicles.”

Leap added that the San Diego International Auto Show has become an entertainment destination enjoyed by families from all over the region.

“We work very hard year-round to make this a fun family event,” added Leap. “The cars are definitely the stars, but we also have a number of features and activities for all ages. The feedback is always positive and guests are pleased that the San Diego International Auto Show is so ‘family-friendly.’”

Here’s a rundown of some of the activities visitors will experience:

Camp Jeep

The Jeep® brand returns with Camp Jeep®, a unique, interactive, off-road consumer experience. With an additional 5,000-square feet this year, the 40,000-square foot exhibit will give auto show attendees a chance to experience the extreme off-road capabilities of Jeep vehicles without leaving the show. Marking its 11th appearance, Camp Jeep San Diego has attracted more than 115,000 riders since 2009. The course comprises several obstacles that simulate some of the rigorous testing that Jeep vehicles endure before customers get behind the wheel. Camp Jeep is an interactive adventure zone where professional 4x4 drivers allow riders to experience Jeep brand vehicles and their legendary off-road capabilities.

Family Day

The kids are in the house on Sun., Jan. 5, for Family Day. Kids 12 and under enter the show for free (when accompanied by a paid adult) and can enjoy a wide variety of family activities, including special Super Hero appearances by Spider-Man (10:30 a.m. – 4:30 p.m.). Plenty of other family-focused fun, including Corvette Diner, face painting and more will be happening at Family Day.

Test Drives

Buckle up and drive. Ticket holders can do just that multiple times. Auto show test-drives provide dozens of interactive opportunities, and this year, attendees can experience vehicles from Chevrolet, Chrysler, Dodge, Jeep, Ram, FIAT, Nissan, Subaru, and Toyota. Test drives will be located along the front drive of the San Diego Convention Center; in the waterfront lot behind the Convention Center; and, in the case of Camp Jeep, inside the center itself. New this year, an all-electric vehicle test drive on SDG&E Electric Vehicle Day, Thursday, Jan. 2.

O’Gara Coach Exotics Vault

O’Gara Coach, San Diego County’s premier luxury vehicle dealership, will fill this year’s Exotics Vault with some of the most admired and sought after vehicles. The lineup is expected to include the ultimate luxury and performance models from Bentley, Bugatti, Lamborghini, McLaren and Rolls-Royce.

Nissan Military Appreciation

For the seventh consecutive year, San Diego Nissan Dealers are sponsoring a military appreciation program that will provide free auto show tickets to local active and retired military personnel, along with other special offers like exclusive product pricing through the Nissan Military Program. For a list of participating San Diego County Nissan dealerships, please visit www.SDAutoshow.com.

Mobility Zone

Organized by GoldenBoy Mobility, the Mobility Zone features vehicles of all types that have been modified for people with physical challenges. Trucks, vans, cars, off-road vehicles, race cars, specialty cars, are among the vehicles to be seen in this expanded, popular exhibit. Also, there will be a wide variety of mobility equipment and accessories, such as wheelchairs with special adaptations.

Electric Vehicle Day – Thursday, Jan. 2

Automaker commitment to producing electric vehicles remains strong, and that will be evident during Electric Vehicle Day, sponsored by San Diego Gas & Electric (SDG&E). Electric Vehicle Day continues to be a significant feature of the SDIAS, allowing consumers to review, compare and become educated on the latest EV technology. The Ener-G Station will be fully staffed by experts who can discuss the technology, state and federal incentives, special residential electric vehicle rates from SDG&E, and the benefits of driving electric.

The Ener-G Station

Formerly the EcoCenter, the SDIAS now presents the recharged Ener-G Station. The exhibit will feature many of the vehicles and sustainable technologies, with SDG&E’s friendly experts ready to answer EV and plug-in related questions. Think Blue San Diego will also be on hand to provide educational information about protecting and improving water quality and reducing flood risk through efficient storm water management.

Cadillac is Back

The SDIAS is celebrating the return of Cadillac to the show by offering a retrospective into the golden age of the iconic brand, in cooperation with the San Diego Cadillac LaSalle Club. With model years ranging from 1955 – 1993, this special exhibit pays homage to one of the great American automobiles.

The Mustang – Then and Now

One of America's most beloved pony cars celebrates its 55th anniversary: The Ford Mustang. To honor the marque's history, the SDIAS will have a Mustang retrospective exhibit that will highlight the evolution of this American original.

Show Details

Hours:

Wednesday, Jan. 1	10am-9pm
Thursday, Jan. 2	10am-9pm (Media Preview Day: 5am-10am)
Friday, Jan. 3	10am-9pm
Saturday, Jan. 4	10am-9pm
Sunday, Jan. 5	10am-7pm

Admission:

Adult (ages 13-61):	\$15
Military (active duty w/ID):	\$12 (one ticket per ID)
Senior (ages 62+):	\$12
Child (ages 7-12):	\$11
Child (6 and under):	Free
Child (12 and under)	Free on Family Day, Sunday, Jan. 5 (when accompanied by a paid adult)

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