



Nissan Military Appreciation honors local active and retired military personnel

For Immediate Release

San Diego, Dec. 15, 2023 – For the 9th year, San Diego County Nissan Dealers will sponsor a military appreciation program that provides free tickets to the 2024 San Diego International Auto Show to local active and retired military personnel beginning December 20, 2023. The auto show runs **Dec. 29, 2023 - Jan. 1, 2024** at the San Diego Convention Center.

Nissan is a proud supporter of the U.S. military and offers exclusive product pricing through the Nissan Military Program, which helps qualified military personnel save between \$500 and \$1,000. The offer can be combined with all current national and regional incentives. Qualified military personnel include Active, Reserve, Retired (must have completed 20 years of Active or Reserve duty), or a Veteran (must be within 24 months of separation from Active or Reserve duty).

Tickets are available, while supplies last, at San Diego County Nissan Dealers. For a list of participating dealers, please visit <https://www.sdauto show.com/nissan-military-appreciation/>.

Show Hours

Friday, Dec. 29	10am-9pm (Media Preview Day: 5:00am-10am)
Saturday, Dec. 30	10am-9pm
Sunday, Dec. 31	10am-6pm
Monday, Jan. 1	10am-6pm

About the San Diego International Auto Show:

Owned, produced and presented by the New Car Dealers Association® of San Diego County, the San Diego International Auto Show has grown to become the second largest auto show in California and one of the best attended public events at the San Diego Convention Center. Chosen as a global destination for manufacturers to showcase their products, the San Diego International Auto Show – Where the Cars are the Stars® – is one of the primary means of stimulating automobile sales throughout the county.

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