



## Fact Sheet

***The Auto Show Returns Dec. 29-Jan. 1***  
***A True Celebration of Car Culture & the Future of Transportation in San Diego County***  
***Where the Cars are the Stars®***

*The San Diego International Auto Show is one of the most anticipated events for both new car buyers and enthusiasts.*

*A celebration of car culture in San Diego County, show organizers have worked closely with vehicle manufacturers and a variety of other exhibitors to create an event that will inspire, educate, and entertain.*

*The automotive industry is experiencing unprecedented change, including the rapid transition to electric vehicles, and there is no better place to experience this evolution than at the San Diego Auto Show – California’s second-largest auto show.*

### What You’ll See

- Hundreds of the newest, coolest and smartest vehicles on display, including a wide variety of **all-new cars, trucks and SUVs** not yet in showrooms.
- A record number of **electric vehicles** will be featured from nearly every manufacturer.
- Show-goers will get up close and personal with an impressive roster of new cars, trucks, hybrids, SUVs and luxury SUVs, crossovers, and other specialty vehicles **in a comfortable, family-friendly, non-selling environment.**
- **New this year:** an **indoor EV Test Track** will provide the opportunity for consumers to experience the amazing acceleration and handling of Nissan’s Ariya EV crossover.

### Like it? Drive it!

- The auto show’s tradition of getting consumers behind the wheel continues, as outdoor **Test Drives** enable attendees to actually drive traditional ICE and electric vehicles representing the most popular brands. **Confirmed: Audi, Chevy, Ford and Kia** (outdoors)

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### What You'll Learn

- The auto show is the best place to learn about rapidly evolving trends in the auto industry. Look for a major emphasis on technology, including electrification, a key factor in SoCal.
- The significance of EVs was highlighted in a recent study by Experian Automotive stating that combined market share for BEVs and PHEVs in San Diego County was well above average compared to the other markets so far in 2023. BEV share in the county was 22.4% and PHEV share was 3.5%.
- Virtually every manufacturer at the show will feature some level of discussion about next gen vehicles at their exhibits.
- Advances in automotive safety technology will be featured and demonstrated by brand product specialists, eager to provide explanations.

### What You'll Experience

- Known for its family-friendly atmosphere, entertaining features, and interactivity, the San Diego International Auto Show delights the entire family.
- Perennial favorite features will be back, including Electric Avenue, the Mobility Zone, Classic Cars and, of course, the annual "Family Day," on Sun., Dec. 31, when kids 12 & under are free with an accompanying adult.
- Wear comfortable shoes, download a map, and spend a couple hours learning about your next vehicle.

### **Tickets and Show Hours:**

Auto show tickets are on sale now and **tickets are only available online at [www.sdauto.com](http://www.sdauto.com)**. Purchased tickets may be printed at home or shown and scanned on the smart phones of show patrons at the convention center.

Also, 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 for local active and retired military personnel beginning in mid-December (while supplies last).

### **Ticket prices:**

Adult (ages 13-61): **\$18**

Military (active-duty w/ID): **\$15 (one ticket per ID)**

Senior (ages 62+): **\$15**

Child (ages 7-12): **\$12**

Child (6 and under): Free

Child (12 and under): **Free on Family Day, Sunday, Dec. 31 (when accompanied by a paid adult)**

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### **Show Hours:**

Friday, Dec. 29, 2023 10am-9pm (Media Preview: 5am-10am)

Saturday, Dec. 30, 2023 10am-9pm

Sunday, Dec. 31, 2023 10am-6pm

Monday, Jan. 1, 2024 10am-6pm

### ***About the San Diego International Auto Show:***

Auto shows continue to be a primary driver of traffic to dealerships and instrumental in enhancing brand identity, and the NCDCA maintains a concerted effort to stay in front of the OEM community to reinforce the market's dynamic impact on brand engagement, economic impact and retail sales. Owned, produced and presented by the New Car Dealers Association® 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.

### **Media Contacts**

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