



### The Automotive Evolution on full display at the 2024 San Diego International Auto Show

*Show features the newest vehicles and technologies for evaluation in a non-selling environment*

**San Diego, Cal., Dec. 29, 2023** – The San Diego International Auto Show (SDIAS) is setting the pace for 2024, and it's *ELECTRIC* – as in Electric Vehicle. In fact, organizers of the event say that there will be enough EVs on the floor of the San Diego Convention Center to satisfy every desire, along with hundreds of SUVs, trucks, sedans and sports cars. The Cars are the Stars at the Convention Center Friday, Dec. 29 – Monday, Jan. 1, 2024.

One of the largest four-day auto shows in the country, and the second largest in California, the SDIAS is the premier venue to evaluate a new car purchase. In addition to the extensive number of EVs on display, automakers will display products ensuring new vehicles for every taste.

Show attendees will have a chance to see some vehicles for the first time in San Diego, demonstrating the importance of the market to vehicle makers. A sampling of vehicles making an appearance at the show includes:

- The first-ever electrified Corvette, the 2024 **Corvette E-Ray**, along with an impressive lineup of 2024 Chevrolet EV SUVs and trucks
- The all-new 2024 **Hyundai Santa Fe**
- The all-new 2023 **Nissan Ariya**, Nissans first all-electric crossover SUV, along with the **Frontier Hardbody** and the iconic, new-for-2023 Z
- The all-new 2023 Volkswagen **ID.Buzz** EV bus
- The San Diego debut of Honda's first all-electric vehicle, the **Prologue**

This is great news for those in the market for a new vehicle. According to recent studies, some 64 percent of those who attend auto shows say they use the venue to actively shop and compare. The study also found:

- More than 50 percent of attendees that purchased a vehicle after the show said they were influenced by the show.
- Some 25 percent of show attendees had their minds made up about which brand they would purchase when leaving the show.

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“It’s the biggest showroom in San Diego County,” said Scott Webb, president of the New Car Dealers Association of San Diego County, which owns and operates the auto show. “Year-after-year, we offer the most convenient way to evaluate and experience hundreds of vehicles on display in a non-selling, family-friendly environment. Our goal is to educate, entertain and amaze our guests.”

Webb said a new 60,000 SF indoor track from Nissan will help reach that goal. The first-ever indoor EV test track will feature the all-electric Nissan Ariya. Guests can experience the mind-blowing torque and acceleration of an EV *inside* the convention center.

### **Favorite Features Return**

**Test Drives** – The SDIAS has built a reputation of providing shoppers and enthusiasts the best opportunity to experience a wide variety of vehicles on the show floor *and* on the street. This year is no exception, with outdoor Test Drives from Audi, Ford (EVs), Kia (EVs) and Chevrolet (EVs and ICE vehicles) located around the outside of the Convention Center.

**Electric Avenue** – According to a recent study by Experian Automotive, San Diego County is the country’s third largest EV market, stating that combined market share for Battery Electric Vehicles (BEVs) and Plug-in Hybrid Electric Vehicles (PHEVs) was well above average compared to other leading markets. BEV share in the county was 22.4% while PHEV share was 3.5%. The auto show’s Electric Avenue feature will provide the latest in EVs and EV education and help answer the question that many are asking: “Am I ready for an EV?” Also, learn about the latest tech advances and the vehicle that’s the best fit from knowledgeable product specialists. Some vehicles scheduled to be on display include:

- Chevrolet: The Bolt EV and Bolt EUV
- Hyundai: The IONIQ 5, the Kona EV and The Santa Fe PHEV
- Kia: The Kia EV6 and Kia Niro EV
- Toyota: The BZ4X and Mirai
- Volkswagen: The ID.4

**Subaru Loves Pets** – The most popular non-automotive event at the auto show returns: The Subaru Loves Pets pet adoption event. Since 2018, more than 1,200 pets have been adopted at these events, and Subaru and its retailers have donated more than \$550,000 to help aid pet organizations and local communities. Visit the Subaru exhibit and consider adopting a dog. The event supports the Animal Pad Dog Rescue and Woofs and Wags Dog Rescue, both located in San Diego.

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**Nissan Military Appreciation** – To honor active and retired military, the SDIAS has partnered with the San Diego County Nissan Dealers for the 9<sup>th</sup> year to provide free tickets to the show, while supplies last. Tickets are available at SD County Nissan Dealers beginning in mid-December.

**Mobility Zone** – The SDIAS has once again partnered with Golden Boy Mobility to show that access to mobility is readily available. Show attendees will see a wide variety of vehicles that have been modified to provide accessibility, along with special features that promote and provide accessibility.

**Family Day** – The auto show is not just for moms and dads... it's an entertainment venue for the entire family. On Sunday, Dec. 31, kids 12 and under get into the show for FREE with a paid adult admission. It's become a great tradition to spend a day of the holiday season at the SDIAS, and typically, multiple generations can be seen enjoying all the features of the show.

### **The Details**

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

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

#### **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)**

#### **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

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### ***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.

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