

DEC 29 – JAN 1
SAN DIEGO CONVENTION CENTER
SDAutoShow.com

SAN DIEGO INTERNATIONAL AUTO SHOW

WHERE THE CARS ARE THE STARS

DISCOVER THE LATEST CARS, TRUCKS, SUVs,
CROSSOVERS, ELECTRIC VEHICLES, HYBRIDS AND
MORE FROM GLOBAL MANUFACTURERS



The San Diego International Auto Show – Where the Cars are the Stars!®

San Diegans excited about the latest automotive innovations, and opportunities to comparison shop – your wait is over. The 2024 edition of the San Diego International Auto Show – the second largest in California – has returned Friday, December 29 – Monday, January 1, at the San Diego Convention Center.



Along with the ever-evolving automotive industry, the SDIAS is excited to present a show that has also evolved. The San Diego vehicle market has always been forward-thinking, and as early adopters of new vehicle technologies, attendees will find all that and even more on the show floor this year. Among the hundreds of vehicles on display for viewing and evaluation, an increasing number are EVs as the industry moves toward a fully electric lineup. Vehicles to suit every taste are on display, including cars, trucks, SUVs, and CUVs.

This is great news for San Diego, since the auto show is one of the best places to shop for and evaluate a vehicle. Check this out... 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 that the show influenced their decision

Even after the doors close, auto shows influence purchasing decisions:

- 69 percent of visitors say they plan to visit a manufacturers web site
- 55 percent plan to visit a dealer
- More than 25 percent of attendees that plan to purchase a vehicle had their mind made up about which brand to purchase when leaving the show

“The show is all about the experience,” said Scott Webb, SDIAS Director. “Our lineup of vehicles is meant to be viewed, touched, and, in some cases, driven. And with the proliferation of EVs offered by global auto manufacturers, it’s the best place to become educated on the latest EV technologies at our very own Electric Avenue.”

The auto show has become a family tradition here in San Diego. Presented during the holiday season, it’s an opportunity for families to share in an exciting, fun-filled day near the San Diego Harbor, downtown San Diego.

“It’s very much a family event,” said Webb. “It’s not uncommon to see three generations of a family walking the show floor together enjoying the cars and features. Lots of smiles, lots of happy faces... that’s what the show is all about.”

2024 Show Features include:

Test Drives

Get in and drive...it’s the ultimate way to experience and evaluate a vehicle, and it’s happening just outside the convention center. Audi, Chevrolet, Ford, and Kia are offering test drives of both conventional trucks, cars, and SUVs, as well as their electric vehicle models, such as the Audi e-tron GT, Chevy Blazer EV, Ford Lightning and Kia EV6.

Nissan EV Test Track

Brand new this year is Nissan’s thrilling indoor EV Test Track. Strap in to a Nissan Ariya EV and prepare to be amazed as a professional driver demonstrates the amazing performance of Nissan’s flagship EV.

Family Day

An opportunity to get the whole family to the show with considerable savings, kids 12 and under get in for free with a paid adult admission on Sunday, December 31.

Mobility Zone

Everyone deserves the opportunity to be mobile, and the auto show Mobility Zone provides a view of the many vehicle options available to those with Physical Challenges. Multiple minivans and mobility equipment are included in the exhibit, produced by GoldenBoy Mobility.

Electric Avenue

EVs are here to stay and constitute a rapidly growing segment of the vehicle marketplace, especially as California prepares for its all-EV future. Dozens of EVs are in the house and many are featured in Electric Avenue. In addition to a wide variety of EVs from many different brands, experts from the Electric Vehicle Association will be available to discuss EV incentives and answer questions about EV ownership.

Show Dates & Times

Friday, December 29: 10am - 9pm
Saturday, December 30: 10am - 9pm
Sunday, December 31: 10am - 6pm
Monday, January 1: 10am - 6pm

Location

San Diego Convention Center
111 W Harbor Drive

Tickets

All tickets must be purchased online at [SDautoshow.com](https://sdautoshow.com).



EXHIBITING BRANDS



TEST DRIVES



Manufacturers participation, vehicles and features subject to change without notice. ©2024 San Diego International Auto Show

Debuts & New Releases

San Diegans have told us that one of the top reasons they attend the auto show each year is to see what's new and different, and visitors to this year's San Diego Auto Show will be among the first to see a variety of vehicle debuts and all-new vehicles not yet in showrooms; as well as vehicles that were just released prior to the show. From sports cars and sedans to crossovers and trucks, the auto show features an incredible variety of all-new vehicles with the latest technology, innovations, and cutting-edge designs.



Fresh off its world debut in Los Angeles, the 2025 Toyota Camry will dazzle show-goers with a dramatic styling makeover. At Volkswagen, the Bus is back! San Diego Auto Show attendees will have their first chance to see the VW ID. Buzz up close and in person.

SUVs and crossovers continue to sell in record numbers, and several are expected to appear at the San Diego Auto Show for the first time, including: 2024 Chevrolet Traverse, 2024 Honda Prologue, 2024 Hyundai Santa Fe, 2024 Kia EV9, 2025 Kia Sorrento, 2024 Lexus GX, 2024 Lexus TX and the 2025 Toyota Crown Signia.



If pickup trucks are your thing, you're in luck. Chevrolet's all-new 2024 Silverado EV is breaking cover in San Diego. Ford will have two new trucks on their stand, the 2024 F-150 and 2024 Ranger. Toyota fans will be excited to see the latest edition of the best-selling Tacoma, and Nissan will display the Nissan Frontier Hardbody Edition – designed right here in San Diego at Nissan Design America.



Canyon carvers will be sure to gawk at the 2024 Chevrolet Corvette E-Ray – the first electrified, all-wheel-drive Corvette in history.

And that's not all. Follow us on social media as discover and share more new vehicles at the show.

Get in, Buckle Up and Drive! Your Test Drive (and Ride) Awaits

If you need to do more than kick the tires and close the doors as you evaluate vehicles at the San Diego International Auto Show, just step outside. There, in front of the convention center, you'll find this year's Test Drives offered by Audi, Chevrolet, Ford and Kia. Each brand has a variety of models standing by – cars, trucks, SUVs and EVs – for visitors to actually drive and evaluate.

"It's one thing to sit in a vehicle on the show floor," said Scott Webb, SDIAS Director. "It's a quite a different experience when you can actually drive an auto show vehicle on public roads. A Test Drive expands the opportunity to evaluate a vehicle through experience, while learning important details from an accompanying product specialist, and truly understanding a vehicle's performance characteristics on the streets of downtown San Diego."

Test Drives are being staged along the front drive of the convention center on Harbor Blvd. Test Drives take about 15 minutes and are open to ticketed show attendees who

will need to meet age and licensing requirements. For a list of vehicles available to drive from each automaker and test drive hours visit www.sdauto show.com.

New this year is the Nissan EV Test Track, which you'll find indoors at the end of the main aisle on the sound end of the convention center. Strap in for a thrilling ride with a professional driver who will demonstrate the incredible performance of the Nissan Ariya. You'll experience instant acceleration and dynamic handling of Nissan's flagship EV crossover.



*Vehicles subject to change at manufacturer's discretion

Mobilty Zone Offers Transportation Options For All

Equal access to transportation is what the San Diego International Auto Show's Mobility Zone is all about. Organized by GoldenBoy Mobility in Poway, this feature exhibit showcases the wide variety of transportation options available to those with physical challenges.

A variety of traditional vehicles that have been modified for accessibility will be available for evaluation. And, numerous types of seating solutions to ease entry and exit from a vehicle and lift solutions for wheelchairs and scooters are also on display.

The Mobility Zone is located across the aisle from Electric Avenue.



NISSAN WOULD LIKE TO THANK YOU FOR YOUR SERVICE FOR OUR COUNTRY

Active and Retired Military can
get **FREE** auto show tickets
at their local San Diego
Nissan Dealer (while supplies last).

- Mossy Nissan Chula Vista
- Mossy Nissan El Cajon
- Mossy Nissan Escondido
- Mossy Nissan Kearny Mesa
- Mossy Nissan National City
- Mossy Nissan Oceanside
- Mossy Nissan Poway



MILITARY PROGRAM

Nissan Military Appreciation

Again, and for the ninth year, Nissan is supporting the nation's military by providing free auto show tickets to local active-duty military personnel, along with other special offers such as exclusive product pricing through the Nissan Military Program. For a list of participating San Diego County Nissan dealerships, visit sdauto show.com.



Taking the Mystery Out of EV Ownership

Bet you didn't know that Electric Avenue is a real street in the shopping area of Brixton, South London. Completed in the 1880s, it was one of the first market streets in the capital to be illuminated by electric lighting. In honor of this achievement, it was – and still is – named Electric Avenue.



At the 2024 San Diego International Auto Show, we have our own version of Electric Avenue, filled with an abundance of information about electric vehicles including, truly, how to own one, and how to charge one.

Located near the Nissan EV Test Track, Electric Avenue will be a focal point at this year's show given the rapid adoption of EVs here in San Diego. In fact, San Diego ranks number three in the nation for EV adoption in 2023.

A variety of amazing new EVs are expected from several leading automakers, including Chevrolet, Chrysler, Ford, Hyundai, Kia, Mitsubishi, Subaru, Toyota and Volkswagen, and will be ready for your discovery and comparison, while

experts from the Electric Vehicle Association will help take the mystery out of EV ownership and answer the question on everyone's mind: "Is this the right time to go electric?"

Remember, many states and nations have set targets and goals to phase out the sale of vehicles with internal combustion engines. And, you already know that California has the most aggressive regulations planned to establish a definitive path to meet required zero-emission vehicle (ZEV) sales that ramp up year-over-year, culminating in 100 percent ZEV sales in 2035.

Consider this: by the time a child born in 2023 is ready to enter middle school, only ZEVs or a limited number of plug-in hybrids (PHEVs) may be offered for sale new in California.

Lots to think about. Better Rock on Down to Electric Avenue.



Welcome back to the San Diego International Auto Show

In partnership with some of the world's greatest automakers, we've assembled an array of vehicles for just about every lifestyle with a big, big emphasis on electric.

As the auto industry continues to evolve at break-neck speed, new vehicles have become smarter, more sophisticated and more technologically-advanced than ever before. With all of that change comes the need to learn and understand, which is why the San Diego Auto Show exists. There's just no better place on the planet to learn about new vehicles, new vehicle technology, and compare brands than at an auto show.

We're grateful for your interest and attendance and we also appreciate the confidence the automakers continue to demonstrate in us. Their support, partnership and investment into the show confirms the value and trust they

have in us to help tell their brand stories and bring their new vehicles to market here in San Diego.

So, put on your comfortable shoes and plan your route from one end of the auto show floor to the other, and maybe even take a test drive. It's all here at the 2024 San Diego International Auto Show.

Thank you for attending!



**NEW CAR
DEALERS ASSOCIATION
SAN DIEGO COUNTY**



TEST DRIVES ALONG FRONT DRIVE:



HARBOR DRIVE

Note: Manufacturer participation, vehicles and features subject to change without notice.