



Fact Sheet

The Auto Show Returns Dec. 28 – Jan. 1
A Celebration of Car Culture & the Future of Transportation in San Diego County
Where the Cars are the Stars®

The San Diego International Auto Show, California's second-largest 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 educate, inspire, and entertain.

As the industry continues to experience change – including the ongoing adoption of Hybrid and Electric Vehicles – the San Diego Auto Show provides a valuable industry reflection and countless opportunities to learn more about new vehicle safety and technology features.

What You'll See

- **New this year:** Exotic car brand **McLaren** will exhibit its breathtaking performance road cars at the show for the first time.
- Hundreds of the newest, coolest and smartest cars, trucks and SUVs will be displayed, including a wide variety **debuts and new releases** not yet in showrooms.
- More **electric vehicles** than ever before will be featured from nearly every participating manufacturer.
- Look for an impressive roster of hybrids, SUVs, luxury SUVs, crossovers, and exotics in a **comfortable, family-friendly, non-selling environment.**
- **Expanded this year:** the multi-brand **indoor EV Test Track** will provide the opportunity for consumers to experience the thrilling acceleration and handling of a variety of EVs.

Like it? Drive it!

- The auto show's tradition of getting consumers behind the wheel continues, as outdoor **Test Drives** enable attendees to drive traditional gas-powered and electric vehicles representing many popular brands, and some that will be participating in the show for the first time.

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What You'll Learn

- The auto show is the best place to learn about ongoing and evolving trends in the auto industry. Look for a major emphasis on technology, including hybrids and electric vehicles – key factors 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 is among the top four markets in the nation so far in 2024. BEV share in the county was 23.2% and PHEV share was 3.9%. In fact, more EVs were sold in San Diego County last year than in 44 states.
- 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. 29, 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 will go on sale in December and are **only available online at www.sdautoshow.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 2025 San Diego International Auto Show for local active and retired military personnel beginning in mid-December (while supplies last).

Ticket Prices Remain the Same as Last Year:

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, Sun., Dec. 29** (when accompanied by a paid adult)

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Show Hours:

Saturday, Dec. 28, 2024 10am-9pm (Media Preview: 5am-10am)

Sunday, Dec. 29, 2024 10am-9pm

Monday, Dec. 30, 2024 10am-9pm

Tuesday, Dec. 31, 2024 10am-6pm

Wednesday, Jan. 1, 2025 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 influencing consumer purchase decisions. 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 remains 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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