



Vehicle lineup blends time-tested brands and new auto manufacturers at the 2025 San Diego International Auto Show

Technology, design and expanded, multi-brand indoor EV Test Track Powered by LENZ Charging among many features to be showcased

San Diego, Cal., Dec. 10, 2024 – The San Diego International Auto Show (SDIAS) will unveil an exciting new look this year as several new vehicle manufacturers participating for the first time join with time-tested brands for a dazzling display of new cars, trucks, SUVs, CUVs, and super cars, inside and out.

“It’s a collaboration in its truest sense,” said Scott Webb, president of the New Car Dealers Association San Diego County, which owns and operates the auto show. “We partner strategically with vehicle manufacturers, so they bring their best to San Diego. We’re excited that show visitors will have the opportunity to get to know several new brands, which, previously, haven’t exhibited in San Diego. As always, our goal is to educate and amaze our guests,” added Webb. “I’m confident, with the support of our partners, we’ll do just that.”



First Timers

Brands appearing for the first time include:

- **McLaren**, producer of breathtaking performance road cars, will bring its **Artura** supercar
- **INEOS**, a luxury SUV brand steeped in British heritage, will display its **Grenadier**
- EV manufacturer, **Lucid**, will have vehicles on display in Electric Avenue and available for test drives on the streets of San Diego.

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Electric San Diego

As hot as they are (in a cool, quiet way) electric vehicles will be featured prominently throughout the auto show, inside and out. “And for good reason,” said Webb. “Automakers continue to invest in future mobility, and that means electric power. This is good for San Diego County, which remains among the top four markets in the country this year in terms of EV market share, and where more EVs were sold last year than in 44 states.”

Where to Find EVs at the Auto Show: *Electric Avenue*

Inside the convention center, visitors should go to Electric Avenue, an area of nearly 15,000-sf dedicated exclusively to Battery EVs, Plug-in Hybrid EVs, charging equipment and loads of information. *Are you ready for an EV?* Knowledgeable specialists can help answer that question. Brands currently scheduled to display EVs at Electric Avenue include Acura, Honda, Hyundai, Jeep, Kia, Lexus, Lincoln, Lucid and Volkswagen.

Where to Find EVs at the Auto Show: *Indoor EV Test Track Powered by LENZ Charging*

Last year’s popular indoor EV track has been expanded to accommodate additional brands including **Cadillac, Chevrolet, Ford, Nissan, Toyota and Volvo**. The massive 65,000-sf track enables visitors to experience thrilling, blow-your-hair-back acceleration and handling of a variety of EVs and has more twists and straightaways than the original version. Sitting alongside a professional driver, show-goers will traverse through a serpentine track that includes several acceleration lanes stretching more than 300-hundred feet.

Where to Find EVs at the Auto Show: *Outdoor Test Drives*

Question: *What’s the best way to learn about a new vehicle?* Answer: *Drive it!* The San Diego show 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, gas-powered and electric. This year is no exception, with outdoor Test Drives from Chevrolet, Kia, Lucid, Stellantis (Chrysler, Dodge, Fiat, Jeep, and Ram) and Volkswagen.

“Test Drives make sense,” says Webb, “especially for back-to-back vehicle comparison. I’ve seen people, sometimes entire families, get out of one vehicle, run to another brand, and drive another vehicle. You just can’t find this type of useful opportunity other than at an auto show, which is why test drive events are one of the most popular features of auto shows across the country, for both consumers and automakers.”

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Webb adds that auto shows are still the most popular and convenient venue for consumers to evaluate, compare and experience hundreds of vehicles on display in a non-selling, family-friendly environment – all under one roof in the biggest showroom in town.

Other Fan Favorite Features at the Auto Show

Nissan Military Appreciation – To honor active and retired military, SDIAS has partnered with the San Diego County Nissan Dealers for nine years to provide free show tickets. Tickets will be available (while supplies last) at San Diego 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 grown-ups, it’s an entertainment venue for the entire family. On Sunday, Dec. 29, kids 12 & under are FREE with an accompanying paid adult admission. Family Day has become a great tradition to spend a few hours of the holiday season at the auto show, and typically, multiple generations can be seen enjoying the auto show.

San Diego Auto Show: it’s One of the Largest – One of the largest five-day auto shows in the country, and the second largest in California, SDIAS is the premier venue to evaluate a new vehicle purchase. Webb says the success is due to a supportive market, and productive partnerships with auto manufacturers and local dealers.

“It’s not only a display of fabulous new vehicles, it’s also a display of the confidence that automakers continue to place in our show *and* in the San Diego County market. We appreciate that immensely and know that we couldn’t have a show without the support of automakers and community. This demonstrates the importance of the market to vehicle makers, and the importance of vehicle makers to the show.”

Auto Shows Work – According to recent studies, some 64 percent of those who attend auto shows say they use the venue to actively shop and compare vehicles and brands. Studies also found that 60 percent of attendees that purchased a vehicle after the show said their purchase was influenced by the show, while 51 percent of show attendees added a brand to the list they’re considering for purchase by the time they left the show.

Tickets and Show Hours – Auto show tickets are on sale now and are only available online at www.sdautoshow.com. Purchased tickets may be printed at home or shown and scanned on smart phones at the show entrance.

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Show management is pleased to announce that 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)**

Show Hours:

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

Sun., Dec. 29, 2024: 10am-9pm (Family Day)

Mon., Dec. 30, 2024: 10am-9pm

Tues., Dec. 31, 2024: 10am-6pm

Wed., 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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