



It's Drive Time at the San Diego International Auto Show

Unprecedented experiential opportunities await show attendees with expanded EV Test Track powered by Lenz Charging Solutions and Test Drives around the San Diego Convention Center

San Diego, Cal., Dec. 26, 2024 – The San Diego International Auto Show (SDIAS) is taking Test Drives to the next level with its expanded EV Test Track powered by Lenz Charging Solutions along with the traditional Test Drive experience at locations outside of the Convention Center. Show attendees can experience and evaluate a wide variety of electric, plug-in hybrid and gas-powered vehicles during the show taking place Dec. 28 – Jan. 1.

“There is no better way to get a sense of a vehicle than to actually experience it in motion,” said Scott Webb, president of the New Car Dealers Association San Diego County, which owns and operates the auto show. “Ride and Drives have been a mainstay of our auto show for many years, and we are excited to grow this opportunity with an impressive variety of street test drives and the expansion of our EV Test Track” added Webb.

Where to drive your next vehicle: *Outdoor Test Drives*

The San Diego International Auto Show is the best opportunity of the year to discover a vehicle tailored to your tastes and lifestyle. And what better way to determine that than to try one on and see how it fits at one of the numerous Test Drive opportunities located around the Convention Center? Show attendees can experience a wide variety of vehicles on the streets of San Diego, including gas-powered, plug-in hybrid and electric. Participating brands include **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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Where to Experience EVs at the Auto Show: Indoor EV Test Track Powered by LENZ Charging Solutions

Last year's popular indoor EV track is bigger and better than ever. Six brands, including **Cadillac, Chevrolet, Ford, Nissan, Toyota and Volvo**, have signed on to showcase their latest EV technologies. The massive 65,000-sf track enables visitors to experience thrilling, blow-your-hair-back acceleration and handling 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 an acceleration lane stretching more than 300-hundred feet.

San Diego – charging the future of EVs

EV's are a natural fit for the SDIAS, since San Diego County is one of 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. It's no wonder that electric vehicles will be featured prominently throughout the auto show, inside and out. This is good for San Diego County, and its consumers.

LENZ Charging Solutions – Powering the EVs at the San Diego Auto Show

LENZ Charging Solutions of Irvine, CA is the power behind the EVs on the EV Test Track and in outdoor test drives, providing their level-2 EVSEs for overnight charging. "Our partnership with SDIAS makes perfect sense," said Rich Shen, founder and CEO of LENZ Charging Solutions. "This is one of the largest auto shows in California, located in one of the top EV markets in the nation. California alone accounts for nearly half of all EVs sold in the U.S., and San Diego is at the forefront of this transformation. Being part of this event allows us to showcase our leadership in EV charging solutions while helping attendees demystify EV ownership and explore the exciting possibilities of going electric."

Beyond test drives

Of course, there are still plenty of opportunities to evaluate your next vehicle inside the Convention Center in a non-sales environment. Plus, there's a huge variety of family entertainment to enjoy.

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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.

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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