



ATTN: CALENDAR LISTINGS / SAVE THE DATE

FOR IMMEDIATE RELEASE: Dec. 11, 2025

SAN DIEGO INTERNATIONAL AUTO SHOW RETURNS JAN. 1-4, 2026

E-Tickets on sale soon at SDAutoshow.com

- WHAT:** The San Diego International Auto Show (SDIAS) is one of **Southern California's premier automotive events**, and brings together a wide variety of automotive brands*, including EVs, hybrids, crossovers, SUVs, trucks, and luxury vehicles for consumers to view and evaluate, all under one roof.
- WHEN:**
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| Wednesday, Dec. 31 | Move-in day (<i>behind-the-scenes access for media only</i>) |
| Thursday, Jan. 1 | 10am-9pm (Media Preview: 5am-10am) |
| Friday, Jan. 2 | 10am-9pm |
| Saturday, Jan. 3 | 10am-9pm |
| Sunday, Jan. 4 <i>Family Day</i> | 10am-6pm |
- DETAILS:** There is no better place to learn about new and changing automotive trends than at an auto show, and SDIAS—known for its family-friendly atmosphere, entertaining features, and interactivity—has become a popular destination that delights, educates and entertains all ages. Beyond displays from global automakers, the show continues the tradition of offering guests the opportunity to experience a number of **moving vehicles**—inside and out—as Street Test Drives are featured outdoors while thrilling EV rides take place inside on the EV Test Track.
- WHERE:** San Diego Convention Center, 111 West Harbor Drive, San Diego, CA 92101
- WHO:** Representatives from automotive manufacturers and product specialists will be on-site to answer questions about new vehicles and vehicle technology. SDIAS is owned, produced and presented by the New Car Dealers Association San Diego County.

**Vehicles and features subject to change.*

TICKETS: Auto show tickets are only available online at SDAutoshow.com. Purchased tickets may be printed at home or scanned on smart phones at the convention center.

- Adult (ages 13-61): **\$18**
- Military (active-duty w/ID): **\$15** (one ticket per ID)
- Senior (ages 62+): **\$15**
- Child (6 & under): **Free** (when accompanied by an adult)
- Child (ages 7-12): **\$12^**

^Kids 12 & under are free when accompanied by an adult on Family Day Sunday

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- **For general show information, please contact the NCDA at 858.550.0080 or visit SDautoshow.com**
- **For Media Inquiries and Interview Coordination Only:**
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