



Fact Sheet

The Auto Show Returns Jan. 1-4, 2026

*A Celebration of Car Culture & the Future of Transportation
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 valuable industry insight and countless opportunities to learn more about new vehicle technology features.

What You'll See

- Hundreds of the newest, coolest and smartest cars, trucks and SUVs will be displayed, including a wide variety of **debuts and new releases**—some not yet in showrooms.
- **Electric vehicles** from nearly every participating manufacturer will be featured in **Electric Avenue Powered by SDG&E** or in individual exhibitor booths, with some available to ride in or drive.
- Look for an impressive roster of hybrids, SUVs, pickups, sports cars and crossovers in a **comfortable, family-friendly, non-selling environment.**
- **Returning this year:** the **indoor EV Test Track Powered by LENZ Charging** will provide the opportunity for consumers to experience thrilling acceleration and handling of a variety of EVs from Cadillac and Ford Motor Company.

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Like it? Drive it!

- The auto show's tradition of getting consumers behind the driver's wheel continues. Making its SDIAS debut, **EV-maker VinFast** will conduct an outdoor **Street Drive** featuring its VF8 and VF9 EVs (they'll be inside, too!). Also on tap are Street Drives from **Stellantis** brands (**Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, and Ram**) and **Toyota**, enabling attendees to drive gas-powered, hybrid and electric vehicles.

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 was among the top four markets in the nation. BEV share in the county was 23.2% and PHEV share was 3.9%. More EVs were sold in San Diego County last year than in 43 states. And, while government tax credits have expired, some manufacturers are putting more dollars on the hood in incentives, making this a prime time to consider a BEV or PHEV.
- Virtually every manufacturer at the show will feature some level of discussion about next-gen vehicles at their exhibits. Some manufacturers have committed to making entire brand offerings plug in hybrid capable.
- 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., Jan. 4, 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.
- Also, for the first time, **San Diego County Toyota Dealers** will sponsor a **Military Appreciation** program that provides free tickets to the 2026 Auto Show for local active and retired military personnel beginning in mid-December (while supplies last).

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Tickets and Show Hours:

Auto show tickets are on sale now and **available only online at sdauto.show**. Purchased tickets may be printed at home or shown and scanned on the smart phones of show patrons at the convention center.

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., Jan. 4 (when accompanied by a paid adult)**

Show Hours:

Thursday, Jan. 1 10am-9pm (Media Preview: 5am-10am)

Friday, Jan. 2 10am-9pm

Saturday, Jan. 3 10am-9pm

Sunday, Jan. 4 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 NCDA 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.

For general show information, please contact the NCDA at 858.550.0080 or visit [SDautoshow.com](https://sdauto.show)

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