



Drive or Be Driven. Or Both

Street Test Drives and indoor EV Test Track among popular features to return

San Diego, Cal., Dec. 16, 2025 – As auto show organizers enter their final stages of preparation for the 2026 edition, they know that one thing matters most: *the experience*.

“New vehicle test *drives* and indoor test *rides* are among the most popular features at auto shows across the United States,” said Scott Webb, president of the New Car Dealers Association San Diego County, which owns and operates the San Diego International Auto Show (SDIAS). “The experience really does matter and when a consumer can drive or ride in a new vehicle at an auto show, they’re getting the most engaging opportunity possible to learn about cars and trucks and ever-changing vehicle technology.”

For the 2026 edition of the SDIAS, which runs Jan. 1-4, show goers can drive a wide variety of vehicles outdoors on public streets, or be driven indoors as passengers at the 65,000 sq. ft. EV Test Track, **Powered by Lenz Charging**. Knowledgeable product specialists will accompany drivers and riders to provide useful details and vehicle information during the drive experience.

Ticket holders can expect a roster of vehicles that demonstrate power, luxury and efficiency. For the first time, EV-maker VinFast will be featured in a Street Drive, while **Stellantis** will include models from its entire brand portfolio, including PHEV and EVs. **Toyota** will also be on hand with a variety of its EVs and gas-powered vehicles. All Street Drives are at or near the front entrance to the convention center, while **Cadillac and Ford** electric vehicles will be featured indoors at the EV test track. Scheduled vehicles include:

VinFast

VF8

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• VF9

Stellantis Vehicles

- Dodge Durango SRT
- Chrysler Pacifica PHEV
- FIAT 500e

- Ram 2500
- Ram 1500

- Alfa Romeo Giulia
- Alfa Romeo Tonale PHEV

- Jeep® Wrangler
- Jeep® Gladiator
- Jeep® Grand Cherokee L

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Toyota Vehicles

- Grand Highlander Hybrid XLE
- Tacoma TRD Pro

- RAV4 Hybrid Woodland
- bZ Limited
- Prius PHEV XSE Premium

Lucid Vehicles

- Lucid Air
- Lucid Gravity

EV Test Track:

Cadillac Vehicles

- OPTIQ
- Escalade IQ
- VISTIQ
- LYRIQ

Ford Vehicles

- F-150 Lightning
- Mustang Mach-E

The auto show is still the most popular and convenient venue for consumers to evaluate, experience and compare hundreds of vehicles on display in a non-selling, family-friendly environment. The SDIAS, one of the largest four-day auto shows in the country, and the second largest in California, is the premier venue to compare new vehicles and technology all under one roof in the biggest showroom in San Diego County.

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 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 has grown to become 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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For **General Show Information**, contact the NCDA at 858.550.0080 or visit SDautoshow.com.

Show Hours:

- Wed., Dec. 31 Move-in day (*behind-the-scenes access for media only*)
- Thurs., Jan. 1 10am-9pm (Media Preview: 5am-10am)
- Fri., Jan. 2 10am-9pm
- Sat., Jan. 3 10am-9pm
- Sun., Jan. 4 *Family Day* 10am-6pm

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