



Toyota Military Appreciation honors local active and retired military personnel

For Immediate Release

San Diego, Dec. 18, 2025 – The San Diego County Toyota Dealers are sponsoring a military appreciation program that provides complimentary tickets to the 2026 San Diego International Auto Show to local active and retired military personnel beginning December 15, 2025. The auto show runs **Jan. 1-4, 2026** at the San Diego Convention Center.

Toyota is a proud supporter of the U.S. military and offers a Military Rebate, which helps qualified military personnel save \$500, and can be combined with all current regional incentives. Qualified military personnel include Active, Reserve, Retired, or Veterans (must be within 2 years of discharge). For program details, please visit <https://www.toyota.com/military-rebate/>

Tickets are available, while supplies last, at San Diego County and Imperial Valley Toyota Dealers. For a list of participating dealers, please visit <https://www.sdauto show.com/military-appreciation/>

Show Hours

Thursday, Jan. 1	10am-9am
Friday, Jan 2	10am-9pm
Saturday, Jan. 3	10am-9pm
Sunday, Jan 4	10am-6pm

About the San Diego International Auto Show:

Owned, produced and presented by the New Car Dealers Association® of 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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