

The logo for the Philadelphia Auto Show features a stylized 'A' composed of colorful brushstrokes in red, orange, yellow, green, and blue. To the right of the 'A', the words 'AUTO SHOW' are written in a large, bold, black sans-serif font, with 'PHILADELPHIA' in a smaller, green sans-serif font directly below it.

AUTO SHOW PHILADELPHIA

MEDIA RELEASE

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Philadelphia Auto Show Breaks Attendance Records During 2018 Opening Weekend

--A combined 85,925 people attended opening weekend of the 2018 Philadelphia Auto Show, making it the largest opening weekend in the event's 117-year-old history; Single-day attendance records were also set on Saturday and Sunday--

East Norriton, Pa., Jan. 29, 2018 – The Auto Dealers Association of Greater Philadelphia (ADAGP), owner and producer of the Philadelphia Auto Show, is proud to announce a new Opening Weekend attendance record. With a combined 85,925 people in attendance on Saturday and Sunday, the event's 2018 Opening Weekend will enter its 117-year-old record books as the largest ever. Single-day attendance records were also set on Opening Saturday, which hosted 42,509 people and on Opening Sunday, which welcomed 43,416 individuals.

“When you combine the love that Philadelphia has for its Auto Show as well as its Eagles, we were poised for a great opening,” said Kevin Mazzucola, executive director of the ADAGP. “There is an amazing sense of unity in our city right now. People want to be out and about and feel the buzz. And, there is no better place to do that than the Auto Show.”

As one of the nation's largest Auto Shows, the Philadelphia Auto Show annually welcomes approximately 250,000 attendees and has a proven track record of influence on consumers in the region. Every year, an average of 90 percent of attendees who are in the market for a new vehicle report that their purchasing decision is influenced by the show, which translates to about \$3.5 billion in sales. This year marks the 117th edition of the event, which has a 750,000-square foot display floor that showcases an array of the newest pre-production models, Super Cars, Exotics, Classics, Hollywood Rides and the latest in after-market automotive design. The 2018 Philadelphia Auto Show is open through February 4. Details and ticket information can be found at phillyautoshow.com.

About the ADAGP and Auto Dealers CARing for Kids Foundation

The Auto Dealers Association of Greater Philadelphia (ADAGP), established in 1904, is the oldest association of its kind in the nation. Comprised of 190 franchised new car and truck dealers throughout the five-county Philadelphia area, the Association owns and produces the Philadelphia Auto Show. The Auto Dealers CARing for Kids Foundation is the philanthropic arm of the ADAGP. It is a 501(c)(3) public charity that aims to enhance and enrich the lives of children in the communities where its dealer members work and live. Since its incorporation in 2003, the Foundation has contributed more than \$10.9 million to area children's charities and organizations.

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