



AUTO SHOW
PHILADELPHIA
MEDIA RELEASE

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2017 Philadelphia Auto Show Welcomed Largest Crowds in More Than a Decade

--253,191 people attended the event and a new record was set on Opening Sunday--

East Norriton, Pa., Feb. 6, 2017 – The Automobile Dealers Association of Greater Philadelphia is proud to announce that 253,191 people attended its 2017 Philadelphia Auto Show, making it the largest Philadelphia Auto Show since 2004. A new attendance record was also set on opening Sunday of the Show, with 39,630 guests present that day.

“This was our strongest event in more than a decade,” said David Kelleher, chairman of the 2017 Philadelphia Auto Show. “Not only in terms of attendance, which was fantastic, but also in terms of the size and scope of our show as well as the overall management of it. Our relationships with the people, places and businesses that make up our great region only continue to flourish as we grow and ultimately that makes us all stronger.”

The Philadelphia Auto Show was parked at the Pennsylvania Convention Center from January 28-February 5. This year marked the 116th edition of the event, which spanned across a 700,000-square foot display floor and produced a regional economic impact of approximately \$50 million.

Per early exit survey results, this year’s Philadelphia Auto Show received the highest event rating in its history. Further, for those attendees who reported they are currently in the market for a new vehicle, the Show will be a key influencer in their decision-making process. Approximately 90 percent of this group say their next purchasing decision will be influenced by the Show, which will translate into approximately \$3.5 billion in sales over the next twelve months.

“This is another area where the Philadelphia Auto Show has tremendous impact,” added Kelleher. “We traditionally see numbers like this when it comes to the event’s influence on one’s purchasing decision. After all, showcasing the latest product the automotive industry has to offer is the primary reason auto shows began in the first place. Now, you can not only do this but also test drive vehicles directly onsite, take in some extra entertainment and more. It’s no surprise why Philadelphia loves its auto show so much.”

The Philadelphia Auto Show also has a long-standing tradition of giving back to the community. The event’s Black Tie Tailgate preview gala, which is held the Friday night before the Show opens to the public, raised approximately \$500,000 for the Division of Neurology at Children’s Hospital of Philadelphia. In addition, \$2.00 from every Philadelphia Auto Show ticket sold will go to the Auto Dealers CARing for Kids Foundation. The Foundation will use the funds for programs benefitting area children like its Driving Away the Cold effort, which provides brand new winter coats to kids who need them most.

For updates and details on the 2018 Philadelphia Auto Show, please monitor phillyautoshow.com.

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About the ADAGP and Auto Dealers CARing for Kids Foundation

The Automobile Dealers Association of Greater Philadelphia (ADAGP), established in 1904, is the oldest association of its kind in the nation. Comprised of 185 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 \$9.6 million to area children's charities and organizations.

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