



MEDIA RELEASE

CONTACT: Andrea Simpson
andrea@adagp.com
610.279.5229

Deanna Sabec
dsabec@brownsteingroup.com
609.440.1967

Hey Philly: It's Time to *Experience The Ride*

-- Philadelphia Auto Show Announces Massive New Features of its 2023 Event --

East Norriton, Pa., December 5, 2022 – The Auto Dealers Association of Greater Philadelphia, owner and producer of the Philadelphia Auto Show, is proud to announce details on two brand-new features of its 2023 event.

First, a reimagined and fully-expanded electric vehicle test track (the e-Track) featuring some of the latest electric vehicles to hit the market will be available for guests to enjoy and experience. Next, for the first time ever, Ram Truck Territory will be onsite. This 30,000 square foot track will feature all organic materials simulating off-road experiences. Professional drivers will drive guests around a course that includes multiple obstacles such as dirt moguls and rolling hills, navigation over staggered logs and a 15' hill climb. It will serve as a great accompaniment to the ever-popular Camp Jeep Experience that will also be on this year's display floor. In total and for the first time in Philadelphia Auto Show history, consumers will be able to ride in more than 35 vehicles inside the Pennsylvania Convention Center.

"The addition of Ram Truck Territory and the reimagined e-Track are the exact type of interactive experiences that Auto Shows continue to deliver like no other," said Kevin Mazzucola, executive director of the Auto Dealers Association of Greater Philadelphia. "To have approximately three dozen vehicles available for ride-along opportunities indoors in Philadelphia, during the winter mind you, is something we are truly ecstatic about. Consumers are seeking opportunities like this especially as the industry moves towards the education about electrification and we are happy to be the ones to provide them."

About the 2023 Philadelphia Auto Show: The 2023 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 28th to February 5th. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children's Hospital of Philadelphia will take place on Friday, January 27th. Tickets for both events are on sale now. Visit phillyautoshow.com for more details.

###



MoreThanAutoDealers
EDUCATING | GIVING | CONNECTING