



MEDIA RELEASE

CONTACT: Andrea Simpson
andrea@adagp.com
610.279.5229

Deanna Sabec
deanna@redthreadpr.com
609.440.1967

It's time to FUEL PHILLY!

2024 Philadelphia Auto Show Returns January 13-21

--Event parks at PA Convention Center for 9 days of automotive-infused fun--

East Norriton, PA, January 5, 2024 – The 2024 Philadelphia Auto Show is set for Saturday, January 13th, to Sunday, January 21st, at the Pennsylvania Convention Center. Event highlights this year include the popular e-Track, the largest-ever Custom Alley Exhibit, the first-ever Off-Road Display, and more.

“The theme of this year’s Philadelphia Auto Show is “Fueling Philly,” and that’s exactly what we are going to do,” said Jason Friedman of Colonial Nissan and chair of the 2024 Philadelphia Auto Show. “Whether it’s innovation, dreams, creativity, or future purchases, you name it and we are going to fuel it.”

Specific highlights of the 2024 Philadelphia Auto Show include:

Fueling Innovation: Always a fan favorite, guests will be able to check out the latest developments from some of today’s leading vehicle manufacturers in Halls B-D of the Pennsylvania Convention Center. Examples of vehicle highlights include the following: Buick Wildcat EV Concept; Volkswagen ID. Buzz; Chevrolet Equinox EV, Blazer EV, and Z06 Corvette; Infiniti QX80; Ford Bronco Badlands and redesigned 7th generation Mustang GT; GMC Sierra EV and Acadia; Honda Prologue; Lexus TX 500h F Sport; Nissan GT-R; 2025 Subaru Forester; Toyota Grand Highlander and 2025 Camry. In addition, the one-of-a-kind e-Track, sponsored by PECO, is a 60,000-square-foot indoor track that invites consumers to ride along in some of the latest electric vehicles from Ford, Nissan, Toyota, and Volkswagen. There is no better place for Philadelphians to learn about the future of EVs than the onsite e-Track.

Fueling Dreams: Thanks to the team at F.C. Kerbeck, some of the world’s most elegant vehicles from Aston Martin, Bentley, Lamborghini, Maserati, and Rolls-Royce will be featured in this year’s Exotic Vehicle Display. This is one of the most beautiful and expansive exotic vehicle displays the show has ever had.

Fueling Creativity: For the first time in show history, Custom Alley, which has become the premiere indoor custom car show on the East Coast, will be featured on the Main Floor of the Philadelphia Auto Show in Hall A of the Pennsylvania Convention Center. Custom Alley has grown in both size and scope this year. It is now an impressive 130,000-sq.-ft. exhibit featuring the latest in aftermarket customization. Local Lane – a key feature of Custom Alley – is also returning. Local Lane is a one-of-a-kind display area made up of approximately 35 of the most uniquely customized, personally owned vehicles, all from area residents. Further, an Off-Road segment has also been added to the show floor this year to fuel even more creativity. The new Off-Road Display will be in Hall E of the Pennsylvania Convention Center.

--more--

Fueling Memories: Back-in-the-Day Way will return to the Grand Hall of the Pennsylvania Convention Center thanks to the Antique Automobile Club of America and Classic Auto Mall. When visiting this beautiful hall, guests will enjoy a trip down memory lane and view vehicles from yesteryear. Examples of vehicles that attendees will enjoy include a 1959 Chrysler 300E Convertible, 1965 Jaguar E Type, 1966 Lamborghini 400 2+2, and 1977 Datsun 280Z.

The Philadelphia Auto Show will also welcome back its Hollywood Rides movie cars display, featuring iconic vehicles from Hollywood's biggest television shows and movies, including a 1981 DeLorean Tour Car from *Back to the Future*, 1989 Mutt Cutts Van (The Shaggin' Wagon) of *Dumb & Dumber* fame, 1995 Volkswagen Jetta from the original *The Fast and The Furious*, and 2008 International MXT Truck from *The Fate of The Furious*.

Fueling Hope: The Black Tie Tailgate Preview returns to the Philadelphia Auto Show on Friday, January 12th, and its featured beneficiary is The Department of Nursing and Clinical Care Services at Children's Hospital of Philadelphia. Tickets and more information are available at phillyautoshow.com.

Ticket Information: Tickets are on sale now at phillyautoshow.com. They range from \$12-\$20.

Premier Sponsor: The Philadelphia Auto Show welcomes NJM Insurance Group as its 2024 Premier Sponsor.

The Philadelphia Auto Show has been educating area consumers and supporting the local economy for more than a century. It generates an annual economic impact of approximately \$50 million for the City of Philadelphia and the Commonwealth of Pennsylvania. To learn more, visit phillyautoshow.com.

About the 2024 Philadelphia Auto Show: The 2024 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 13th to January 21st. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children's Hospital of Philadelphia will take place on Friday, January 12th. Tickets for both events are on sale now. Visit phillyautoshow.com for more details.

###