

MEDIA RELEASE

FOR IMMEDIATE RELEASE
RELEASE No. 4

CONTACT: KEVIN DIAMOND

A HISTORY OF THE SAN FRANCISCO INTERNATIONAL AUTO SHOW

SAN FRANCISCO, CA (October 20, 2009) 1958, unable to participate in the local domestic auto show, forward-thinking Bay Area import auto dealers decided to create their own exposition. Given the novelty and interest in foreign made cars at the time, the auto dealer's idea proved to be a good one. For nearly two decades the Import Car Show, the precursor to what is now the International Auto Show, flourished and expanded. As attitudes and the auto industry changed, owing to greater global cooperation in automotive production and the increased competitiveness in the world's car markets, it was only natural that the Import Car Show broadened its scope to include the products of both the domestic and international manufacturers worldwide. Thus the ever-expanding import show became truly international in 1982 when it moved into its new home at the Moscone Convention Center in downtown San Francisco.

From the first year, the show was a tremendous success and given the sudden increase in the varieties of makes and models available it was literally bursting at the seams.

In 1992, another hall was added to the Moscone Center expanding it to a total of 1.2 million square feet. The additional space allowed exhibitors to construct more elaborate displays to showcase their vehicles and provided spectators a more spacious and inviting environment in which to view them. It also allowed the International Auto Show to grow into what it has become today--the premier auto show in the Bay Area and the only one held locally that lures the dazzling, high-tech displays from the world's major manufacturers. With more than 350,000 spectators attending annually, it is the second largest auto show in the western United States and the number one exhibition of any kind in northern California.

Now celebrating its 52nd year the International Auto Show continues to grow. This year's show will fill Moscone Center with exhibits in the north and south halls and the Gateway Ballroom. More than 800 vehicles representing the work of over 37 manufacturers for the year 2010 and beyond will all be on display including several new introductions, exotic sports cars, hybrid and high-mileage vehicles plus special exhibits including the Extreme AutoFest, classic cars, hot rods, race cars and an auto accessory area with aftermarket products, interactive exhibits and more.

The San Francisco Chronicle|SFGate.com 52nd Annual International Auto Show is presented by AutoTrader.com and supported by the California Motor Car Dealers Association. The show will run for seven days, November 26 through December 2, 2009 at the Moscone Convention Center.

Show hours are:

Thursday, November 26 Tuesday, December 1: 10:00 a.m. 10:00 p.m.

Wednesday, December 2: 10:00 a.m. 9:00 p.m.

Admission is \$8 for adults with children 12-years and under free when accompanied by an adult.

Tickets can be purchased at the door. For more information visit www.sfautoshow.com.

San Francisco Auto Show | 300 Valley Street Suite # 303 | Sausalito | CA | 94965