

MEDIA RELEASE
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SAN FRANCISCO INTERNATIONAL AUTO SHOW WILL BE LARGEST AND MOST SPECTACULAR IN 50-YEAR HISTORY

SAN FRANCISCO, CA (October 6, 2007) - Due to increased demand for exhibit space by auto manufacturers and the addition of several new special displays, the San Francisco Chronicle|SFGate.com 50th Annual International Auto Show, presented by AutoTrader.com, will be largest and most spectacular in the 50-year history of the event.

The San Francisco International Auto Show, which will open on Thanksgiving, November 22, 2007, and run for 11 days before concluding on the evening of Sunday, December 2, 2007 at Moscone Convention Center. The show will feature exhibits in the north and south halls, the Gateway and Esplanade Ballrooms plus the upper and lower lobby areas, filling the 1.2 million sq. ft. Moscone Center.

Supported by the California Motor Car Dealers Association, the San Francisco International Auto Show is the premier auto exposition in northern California and the only auto show held regionally that lures the dazzling high-tech displays from the world's major manufacturers. The International Auto Show is expected to draw over 400,000 spectators making it the largest exhibition of any kind in the greater Bay Area and the second largest auto show in the western United States.

The 2008 San Francisco International Auto Show will feature more than 800 vehicles representing the work of over 40 manufacturers and will offer Bay Area residents their first opportunity to see all the new 2008 models in one place. Among the manufacturers exhibiting their 2008 products are Bentley, BMW, Daimler-Chrysler, Ferrari, Ford, General Motors, Honda, Hyundai, KIA, Lamborghini, Mercedes Benz, Mitsubishi, Nissan, Porsche, Suzuki, Toyota, Volkswagen and Volvo to name just a few.

In addition to the 2008 model vehicles, the Auto Show will feature hybrid and alternative fuel vehicles, The Extreme Autofest, classic cars, racecars and will also provide a glimpse into the future with prototypes and concept vehicles. The Show will also have an extensive auto accessory booth area with aftermarket products, interactive exhibits and much more.

Show hours are:

Thursday, November 22 - Sunday, November 25: 10:00 a.m. - 10:00 p.m.

Monday, November 26 - Thursday, November 29: 11:00 a.m. - 9:00 p.m.

Friday, November 30 and Saturday, December 1: 10:00 a.m. - 10:00 p.m.

Sunday, December 2: 10:00 a.m. - 8:00 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