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## **Special Exhibits Make San Francisco Chronicle|SFGate.com 50<sup>th</sup> Annual International Auto Show Most Exciting Ever**

SAN FRANCISCO, CA (October 30, 2007) - The San Francisco Chronicle|SFGate.com 50<sup>th</sup> Annual International Auto Show, presented by AutoTrader.com, November 22 - December 2, 2007 at the Moscone Convention Center, will be the most exciting ever, due to the addition of several special exhibits.

The 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. This year's show will feature more than 800 vehicles representing the work of over 40 manufacturers. In addition to the 2008 model vehicles, the Auto Show will feature a number of special displays designed to add an exciting and entertaining new element to the event. Among the exhibits are:

The Extreme AutoFest: Imagine Media Group, LLC, a San Diego-based producer of lifestyle events that target Gen-X/Y auto enthusiasts, will produce the Extreme Autofest Automotive Lifestyle Show. Located in Moscone Center's Esplanade Ballroom, is a car show full of customized imports, domestics, luxury, and exotic vehicles. These vehicles have tens of thousands of dollars of customizing including paint, engine performance, mobile video, navigation, and earth-shaking car audio systems. The exhibit will include cars that can drift, drag race, and even hop. Also featured are lifestyle attractions such as dance and musical performances.

The AutoTrader.com "Match It Game Show": Always wanted to be on a game show under the lights, in front of the cameras and with a real game show host? Play the AutoTrader.com Match It Game Show, an interactive, live game show that tests your knowledge of cars, television, movies and racing. Each show, held in the AutoTrader.com exhibit located in Moscone Center's South Hall, will have three contestants selected from attendees at the Auto Show who will go head to head testing their knowledge about vehicles and popular culture. Visit [sfautoshow.com](http://sfautoshow.com) for a complete schedule of show times.

Hybrid and alternative fuel vehicle exhibits: Toyota will present "The Highway to the Future: Mobile Hybrid Experience. This exhibit allows show guests to experience firsthand automotive hybrid technology with interactive exhibits and a simulated driving experience. Located in the South Hall, the exhibit features four distinct learning areas with Prius, Camry and Highlander hybrid vehicles on display.

Another hybrid/alternative fuel vehicle exhibit will be produced by AAA. The "AAA Greenlight Initiative Showcase," highlights the latest in alternative fuel technology and puts the spotlight on

what we can expect to see on the roads in the years ahead, will feature six alternative fuel vehicles. The majority of the cars will be conversions-- 'regular' cars that the owners have converted to run on alternative fuels like vegetable oil, natural gas and electricity. The exhibit will also feature a plug-in hybrid that gets up to 100 mpg and a hydrogen fuel cell vehicle.

Classic Hot Rods: Dominator Street Rods is one of the leaders in restoring classic vehicles and a top producer of the highest quality custom hot rod race cars. A northern California company, located in Brentwood near Stockton, Dominator has produced vehicles for the TLC TV series "Rides Dominator", Super Cross Champion Jeremy McGrath and former Van Halen base player Michael Anthony. Dominator, which is in its 19<sup>th</sup> year, will exhibit six examples of their work including:

- 1970 Cougar Eliminator
- 1933 Redline Roadster
- 1962 Chevy Impala
- 1933 Ford Sedan
- 1937 3 Window
- 1962 Corvette

Race Cars: This year's show will include exhibits from Infineon Raceway and Mazda Raceway Laguna Seca, which will both feature races cars and racing displays.

In addition, the International Auto Show will have an extensive auto accessory booth area with aftermarket products, interactive exhibits and much more.

The International Auto Show, which is supported by the California Motor Car Dealers Association, will open on Thanksgiving, November 22, and run for 11 days before concluding on the evening of Sunday, December 2, 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. 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

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](http://www.sfautoshow.com)