

# MEDIA RELEASE

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## **INTERNATIONAL AUTO SHOW OPENS SATURDAY** **2009 MODELS, NEW INTRODUCTIONS, SPORTS CARS, HYBRID AND HIGH MILEAGE** **VEHICLES PLUS SPECIAL DISPLAYS HIGHLIGHT 51ST ANNUAL EVENT**

SAN FRANCISCO, CA (November 20, 2008) — The San Francisco Chronicle|SFGate.com 51st Annual International Auto Show presented by AutoTrader.com., opens its doors to the public at 10:00 a.m. this Saturday, November 22, at the Moscone Convention Center and promises to be the most exciting ever.

The International Auto Show, which is supported by the California Motor Car Dealers Association, is the premier, most spectacular and largest 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 features almost 800 cars, SUV's, trucks and vans representing the work of more than 40 manufacturers for the year 2009 and beyond and will provide Bay Area auto buyers and enthusiasts their first opportunity to see the new 2009 model vehicles all in one place.

In addition, the show will be highlighted by several **new introductions** including: The Audi Q5; 2010 Ford Mustang, 2010 Fusion; Infiniti G37 Convertible; 2010 Lexus RX 350; 2010 Lincoln MKZ; 2010 Mercedes-Benz GLK; 2010 Mercury Milan; Nissan 370Z; Volvo XC60.

For the auto "buff" in search of speed and styling there is the **"Exotic Vehicle Showcase"** with exhibits from Aston Martin, Bentley, Ferrari, Lamborghini, Lotus, Maserati and Porsche. Among the cars expected to be displayed are: The new Aston Martin DBS plus the DB9 Convertible and Vantage V8; Bentley's Azure, Flying Spur and GT Convertible; Ferrari's F430 Scuderia and 599GTB Fiorano; Lamborghini with the LP 560 and 640; Lotus' LQ11 and Elise SC; Maserati's Quattroporte and GranTurismo S; Porsche's Carrera GT, Carrera, Cayenne and Cayman. The show will also have sports cars from such well know manufacturers as Audi's R8; BMW's 3-Series; Cadillac showing the XRL Roadster; Chevrolet displaying the Corvette Convertible, Coupe, Z06 and ZR1 plus the Camaro Convetible; Ford and its new 2010 Mustang; Mercedes-Benz's SL550 and SL63AMG, Nissan, which will unveil the new 370Z Coupe, and Pontiac will display the Solstice; to name just a few.

There will also be a vast array of **hybrid, alternative fuel and high mileage vehicles**...among them: Ford's 2009 Escape and Escape Limited Hybrid, plus a 2010 Fusion Hybrid. General Motors is expected to show the Chevrolet Malibu, Silverado and Tahoe hybrids and the Impala E85, plus the Cadillac Escalade Hybrid, Yukon Hybrid, and Saturn Aura and Vue Hybrids. Honda, which produced the first hybrid sold in the U.S. -- the Insight in 2000 -- will display its Civic 4-door IMA L hybrid. Lexus will have it luxury hybrid sedan and luxury SUV, GS 450h and RX 400h. They will also exhibit a LS 600h L. Mercedes-Benz is bringing three diesel powered vehicles from their BlueTec collection including the GL320, the ML320 and the R320. Mercury will show the Mariner Hybrid. Nissan will exhibit the Altima Hybrid. Toyota will display the ever popular Prius, the first mass-produced hybrid as well as the Camry and Highlander hybrids.

The Auto Show will also have **AAA's 4th Annual Greenlight Initiative Showcase** which will feature an all-electric Scion xB using Li-Ion batters; A 2002 Volkswagen Jetta sedan with a auxiliary

WVO (waste vegetable oil) fuel tank; the Mercedes-Benz F-Cell (fuel cell); CalCars PHEV (plug in hybrid) Prius and a Ford Crown Victoria CNG (compressed natural gas) taxi.

In addition to the hybrid and alternative fuel vehicles the Show will also feature numerous high-mileage cars from the top manufacturers including factory displays from Smart Car, Mini and Scion.

The Auto Show will offer something for every member of the family. For car lovers, one will find:

**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. The Extreme Autofest Automotive Lifestyle Show, is a car show full of customized imports, domestics, luxury, and exotic vehicles. These vehicles have tens of thousands of dollars spent on customizing them including paint, engine performance, mobile video, navigation, and earth-shaking car audio systems. Also featured are lifestyle attractions such as DJ's, dance and musical performances.

**Hot Rods:** Dominator Street Rods, one of the leaders in restoring classic vehicles and a top producer of the highest quality custom hot rod race cars, will display several examples of their work.

**Classic Cars:** Renowned auto aficionado Martin Swig and organized a display of classic cars that will dazzle spectators with their styling and heritage.

**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.

For kids of all ages there will be:

**The AutoTrader.com "Match It Game Show,"** an interactive, live game show that tests your knowledge of cars, television, movies and racing, **an extensive auto accessory booth area** with aftermarket products, interactive exhibits including simulators, video racing games and a slot car track plus an exhibit from Chevron Products Company and much more.

The International Auto Show will run for the eight-days, Saturday, November 22 through Saturday, November 29 and is open on Thanksgiving. The show will fill the 1.2 million sq. ft. Moscone Center and 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:

Saturday, November 22 — Friday, November 28: 10:00 a.m. — 10:00 p.m.

Saturday, November 29: 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](http://www.sfautoshow.com).