

MEDIA RELEASE

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A HISTORY OF THE INTERNATIONAL AUTO SHOW

SAN FRANCISCO, CA (October 8, 2008) — In 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 close to 400,000 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 51st year, the International Auto Show, continues to grow. This year's show will fill Moscone Center with exhibits in the north and south halls, the Gateway and Esplanade Ballrooms plus the north and south lobby areas. More than 800 vehicles representing the work of over 40 manufacturers for the year 2009 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 51st Annual International Auto Show, presented by AutoTrader.com and supported by the California Motor Car Dealers Association, will run for eight days, November 22-29, 2008 at the Moscone Convention Center and promises to be the event's most spectacular.

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