



MEDIA RELEASE

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53rd ANNUAL INTERNATIONAL AUTO SHOW SCHEDULED FOR NOVEMBER 20 - 28, 2010

SAN FRANCISCO, CA (September 14, 2010) The Bay Area's largest and most prestigious auto exposition, the San Francisco Chronicle|SFGate.com 53rd Annual International Auto Show presented by AutoTrader.com, returns to its traditional nine-day schedule in 2010 at the Moscone Convention Center. Opening the weekend before Thanksgiving, Saturday, November 20, the show runs through the Thanksgiving weekend, ending Sunday, November 28,

Supported by the California New Car Dealers Association, the International Auto Show will feature more than 600 cars, SUVs, trucks and vans representing the work of more than 35 manufacturers for the year 2011 and beyond.

The International Auto Show, the only auto show held regionally that lures the dazzling high-tech displays from the world's major manufacturers, will offer Bay Area auto buyers and enthusiasts their first opportunity to see the new 2011 model vehicles all in one place. It is expected to draw over 350,000 spectators to the 1.2 million sq. ft. Moscone Convention Center, making it the largest exhibition of any kind in the greater Bay Area and the second largest auto show in the western United States.

This year's shows will offer something for every member of the family. In addition to the 2011 model vehicles, the Auto Show will feature alternative fuel and hybrid vehicles, the Academy of Art University Classic Car Collection, the Aftermarket Alley featuring tricked-out vehicles and aftermarket products, the AAA Greenlight Showcase, Dominator Hot Rods, racecars and provides a glimpse into the future with prototypes and concept vehicles. The Show will also have an auto accessory booth area and much more.

Show hours are:

Sunday, November 20 Saturday, November 27: 10:00 a.m. 10:00 p.m.
Sunday, November 28: 10:00 a.m. 8:00 p.m.

Admission is \$9 for adults with children 12 and under free when accompanied by an adult. Tickets can be purchased at the door. For more information visit www.sfautoshow.com.

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