
A HISTORY OF THE INTERNATIONAL AUTO SHOW

SAN FRANCISCO, CA (October 27, 2007) - In 1958, unable to participate in the local domestic auto show, forward looking 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.

From the first year in its new home the show was a tremendous success and had already outgrown the space. Given the sudden increase in the varieties of makes and models available, the show 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 sq. ft. 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, the International Auto Show 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 50th Anniversary, the International Auto Show, continues to grow. This year's Auto Show will completely 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 2008 and beyond will be on display along with several special exhibits including hybrid and alternative fuel vehicles, the Extreme AutoFest, race cars, prototypes and concept cars plus an extensive auto accessory area with after market products, interactive exhibits and much more.

The San Francisco Chronicle|SFGate.com 50th Annual International Auto Show, presented by AutoTrader.com and supported by the California Motor Car Dealers Association, will run for 11 days, November 22 to December 2, 2007 at the Moscone Convention Center and promises to be the most spectacular in the 50-year history of the event.

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