



2018 SILICON VALLEY AUTO SHOW FACT SHEET

January 4-7, 2018 • San Jose McEnergy Convention Center

The 2018 [Silicon Valley Auto Show](#) will feature 300 of the latest vehicles from more than 30 manufacturers, as well as over-the-top exotics, alternative fuel options, crossovers, customs and more. It's the place to check out all that is new in a non-selling environment, kick tires, inspect engines and even test drive dozens of new models. The show is owned and presented by the Silicon Valley Auto Dealers Association.

DATES

Thursday, January 4	10 a.m. to 10 p.m.
Friday, January 5	10 a.m. to 10 p.m.
Saturday, January 6	10 a.m. to 10 p.m.
Sunday, January 7	10 a.m. to 6 p.m.

On [CEFCU](#) (Citizens Equity First Credit Union) Family Day, Sunday, January 7, all children 12 and younger are admitted free with a paying adult.

ADMISSION

Adults	\$11
Seniors (62 & Older)	\$8
Military (w/ DOD ID)	\$8
Students (25 & Under w/ID)	\$8
Children (7-12)	\$8
Children 6 & Under	FREE

LOCATION

San Jose McEnergy Convention Center, at 150 West San Carlos Street, in San Jose, Calif.
Parking is located in the convention center garage and in surrounding parking lots.

SHOW DETAILS

www.svautoshow.com



www.facebook.com/svautoshow @svautoshow, #svautoshow

www.twitter.com/svautoshow @svautoshow, #svautoshow

www.instagram.com/svautoshow @svautoshow, #svautoshow

FEATURES AND ENTERTAINMENT

Major Domestic and Import Manufacturers All in One Place – From Ford to Ferrari, the show will feature more than 300 of the latest cars, trucks, crossovers, SUVs, alternative fuel vehicles, hybrids and exotics. Vehicles not to miss: Jeep Quicksand Concept, 2018 Nissan Rogue, Chevrolet Camaro ZL1 (CPE), 2018 Toyota Camry, 2018 Hyundai Ionic Hybrid, Toyota C-HR, 2018 Lincoln Navigator and more.

Jeep Quicksand Concept – The Quicksand concept was created for enthusiasts who love the sand life. Powered by a Mopar 392 Crate HEMI engine with eight-stack injection, this Wrangler-based concept features a “peekaboo” cutout in the hood and gasser-style downturned open headers add to the vintage hot rod feel.

Dozens of Vehicles to Test Drive – Take a spin and get a feel for the performance and handling of nearly 50 new vehicles from Chevrolet, Chrysler, Dodge, Ford, Jeep, Ram and Toyota. Showgoers are invited to test drive several new models on the streets of downtown San Jose:

- **Chevrolet Ride & Drive**
Thursday, January 4 through Sunday, January 7, from 10 a.m. to 6 p.m.
Vehicles: Chevrolet Bolt EV, Cruze, Malibu, Equinox, Traverse, Camaro, Colorado and Silverado
- **FCA Ride & Drive**
Thursday, January 4 through Sunday, January 7, from 10 a.m. to 5 p.m.
Vehicles: Chrysler Pacifica Hybrid, Chrysler 300, Dodge Challenger, Dodge Charger, Dodge Durango, Fiat 500, Fiat 124 Spider, Fiat 500, Fiat 500X, Jeep Compass, Jeep Cherokee, Jeep Grand Cherokee and Ram 1500
- **Ford the Right Choice Test Drive**
Friday, January 5 through Sunday, January 7, from 10 a.m. to 6 p.m.
Vehicles: TBD
- **Toyota Drive Center**
Thursday, January 4 through Saturday, January 6, from 10 a.m. to 6 p.m.
Sunday, January 7, 10 a.m. to 5 p.m.
Vehicles: Toyota first-ever C-HR, all-new Camry, Mirai Hydrogen Fuel Cell, Rav4 and Highlander

Fuel Efficiency

The auto show will also feature the latest hybrids, plug-in hybrids, all-electric and hydrogen fuel cell vehicles including the **Hyundai Ionic Hybrid, Toyota Mirai Fuel Cell, Chrysler Pacifica Hybrid (first-ever minivan hybrid), Chevrolet Bolt EV Premier, Volkswagen e-golf, Tesla Model S, Tesla X and Tesla Model 3**, to name a few.

Exotics

- A fan favorite, the exotics showcase returns with over-the-top luxury from Aston Martin, Bentley, Lamborghini, Rolls Royce and more, *courtesy of [Los Gatos Luxury Cars](#).*
- **Club Sportiva** – Discover the latest in exotic vehicles from the classic exotic and luxury vehicle membership share experience including a Noble 700 hp supercar, Ferrari California T; and a Viper GT Track edition.
- **Lexus LC 500 with color shifting Avery Wrap** – Auto fans are invited to pose for selfies next to this hot Rushing Riptide color shifting luxury vehicle.

Live Wrap My Ride Demo

The talented crew at Impressive Wrap will actively wrap a vehicle during show hours. Attendees can get an up-close look at the wrapping process that goes into a full color change wrap. Impressive Wrap will have some wrapped vehicles on display including a Porsche 911 Carrera S, Lamborghini Huracan and Audi R8, in addition to the live wrap demonstration.

Future of Drive Center

A hub of innovation featuring displays from the leaders in connective, autonomous and electrification technologies.

- **Virtual Test Drives**
Dozens of virtual test drives will be available inside the auto show, courtesy of FlowFound.
- **Center for Sustainable Energy**
Check out plug-in electric vehicles and charging stations at this special display from the [Center for Sustainable Energy](#), a mission-driven nonprofit organization working to implement the adoption of clean, sustainable energy solutions.
- **SoLED Energy**

See a variety of charging stations and a collection of Tesla's – Model S, X and 3.

○ **San Jose State University Mechanical Engineering Department**

Hybrid & Electric Vehicle Technology Laboratory – This laboratory provides students with education and state-of-the-art hands-on experience to enter the growing automotive industry, in particular, in Silicon Valley. Students will showcase a Quadracycle Solar-Powered Sustainable Vehicle and Solar-Powered Sustainable Golf Cart.

Spartan Racing – For the first time ever, the Mechanical Engineering Department will showcase three student-design and built vehicles for competitions sponsored by the Society of Automotive Engineering (SAE). These vehicles include a Gasoline-Powered Formula-SAE, Electric-Powered Formula-SAE and off-road Mini Baja SAE.

Muscle Car Garage

A dazzling showcase of custom cars and muscle cars will turn heads with wild paint jobs, chrome and custom modifications, *courtesy of Spider Custom Cars.*

Hyundai Display

Hyundai will be a hub of activity at the auto show. Attendees can test their gaming skills while driving a GT 2025 in the latest version of Gran Turismo 6 for Sony PlayStation 3[®], as well as experience the game-show setting of #HyundaiSWAG where audience members have the chance to win giveaways! Visitors to Hyundai will also have the opportunity to indulge in an immersive, premium Infinity surround audio system experience in the Harman Listening Lounge.

iPhone 8 Sweepstakes

Snap a selfie at the auto show! Everyone is encouraged to post auto show photos to Instagram, Twitter and Facebook with the hashtag #svautoshow for the chance to win an iPhone 8! One winner will be selected at random on Sunday, January 7.

CONTACT:

DeeDee Taft, deedee@spinpr.com

Shelbi Okumura, shelbi@spinpr.com

415/380-8390, 415/515-1229

Spin Communications

###