



FOR IMMEDIATE RELEASE

EXPERIENCE THE FUTURE OF DRIVE AT THE 2016 SILICON VALLEY AUTO SHOW

Hundreds of New Vehicles, Car Connectivity, Alternative Fuel Vehicles, Exotics and Test Drives

SAN JOSE, Calif. (January 5, 2016) – The [2016 Silicon Valley Auto Show](#) brings the future of drive to the Bay Area Thursday, January 7 through Sunday, January 10. For four days, the San Jose McEnery Convention Center will be filled with all that is new in the automotive world including hundreds of cars, crossovers, trucks and SUVs. From [Apple CarPlay](#) to [Ford's SYNC3](#), the Silicon Valley Auto Show will feature the latest tech innovations designed to make driving safer, as well as the newest alternative fuel options, pre-production models, vintage gems, exotics, dozens of test drives and more.

“In October, new car sales posted a 13.6 percent increase nationwide, the best October sales in a decade and right here in Silicon Valley new car sales were up nearly 10 percent for October, well on track for a record year,” said Silicon Valley Auto Dealers Association Chairman Shaun Del Grande. “Manufacturers have plenty to offer, making this a great time to check out all the new vehicles. From families searching for the perfect third row SUV to Millennials looking for the latest in car connectivity, the auto show offers the perfect opportunity for everyone to compare a variety of brands, makes and models side by side with no pressure to buy.”

From Buick to BMW, more than 35 manufacturers are set to pack the convention center with the hottest new models including the [Audi Q7](#), [BMW 7 Series](#), [Buick Cascada](#), [Chevrolet Camaro](#), [Ford Super Duty](#), [Honda Civic](#), [Mazda Miata MX-5](#), [Nissan Rogue](#), [Subaru WRX](#), [Volvo XC90](#), [2017 Hyundai Elantra](#) and hundreds more.

Additionally, attendees will be treated to the world debut of the [Trion Nemesis](#), a 2,000 hp twin turbo American Super Car that goes 0-60 in 2.8 seconds, with a top speed of more than 270 mph. The Nemesis starts at \$1.2 million, and several models will eventually be available including hybrid and all-electric models.

For showgoers looking to go green, the auto show will also feature the latest alternative fuel options with product specialists available to answer questions about the hydrogen fuel cell [Toyota Mirai](#); plug-in hybrids [Toyota Prius](#) and [BMW i8](#); and the new hybrid electric [Chevrolet Volt](#), to name a few.

“Even though gas prices are down, hybrid/electric vehicles are still hugely popular in Silicon Valley making up 16.5 percent of the market share in the country,” added Del Grande.

After cruising the auto show floor, showgoers are invited to get behind the wheel and go for a spin around downtown San Jose in their favorite new models. From crossovers to hybrids, dozens of choices will be available to licensed drivers for test drives including the latest from [Ford](#), [Honda](#), [Mazda](#), [Toyota](#) and [Volkswagen](#).

For the second year, the [Blackhawk Automotive Museum](#) will bring Cars & Coffee to the auto show on Sunday, January 10, from 8 a.m. to 10 a.m. Auto enthusiasts will meet in the San Jose McEnergy Convention Center parking lot with their vintage rides to talk horsepower, torque and engine size over coffee. Additionally, the Blackhawk Automotive Museum will bring two classic gems to the auto show floor for attendees to enjoy all show days.

A fan favorite, the exotics showcase returns with carbon fiber, speed and over-the-top luxury. This special collection will feature hot models from [Aston Martin](#), [Bentley](#), [Lamborghini](#) and [Rolls-Royce](#), *courtesy of [Los Gatos Luxury Cars](#)*. Also, don't miss the custom trucks, muscle cars and exotics, *courtesy of [Spider Custom Cars](#)*.

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 [Apple Watch](#)! One winner will be selected at random on Sunday, January 10.

[CEFCU](#) (Citizens Equity First Credit Union) Family Day is Sunday, January 10, and all children 12 and younger are admitted free with a paying adult. Also on Family Day, the [San Jose Sharks](#) mascot Sharkie will make an appearance to greet fans and pose for photos in the Toyota display.

The Silicon Valley Auto Show is owned and produced by the Silicon Valley Auto Dealers Association and presented by eBay Motors. This is the largest consumer show that takes place at the San Jose McEnergy Convention Center, located at 150 West San Carlos Street, in San Jose, Calif. The auto show opens this year with an entirely new, modern look, taking place Thursday, January 7 through Sunday, January 10. Hours are Thursday through Saturday, from 10 a.m. to 10 p.m. and Sunday, from 10 a.m. to 6 p.m. Admission to the auto show is \$11 for adults and \$8 for seniors (62 and older), military (with any DOD ID), students (25 and younger w/ID) and children 7-12. Children 6 and younger are free. For additional information, visit www.svautoshow.com or follow @svautoshow on [Instagram](#), [Twitter](#) and [Facebook](#). #svautoshow.



CONTACT:

DeeDee Taft/Shelbi Okumura
Spin Communications
415/380-8390, 415/515-1229
deedee@spinpr.com

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