



MEDIA RELEASE

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Philly Auto Show Invites Area Consumers To See, Touch, Feel & *Experience the Ride* at its 2023 Event

--Event returns with more interactive features than ever before--

East Norriton, Pa., January 20, 2023 – The 2023 Philadelphia Auto Show, which is owned and produced by the Auto Dealers Association of Greater Philadelphia (ADAGP), is set for Saturday, January 28th, to Sunday, February 5th at the Pennsylvania Convention Center. Event highlights this year include a fully-expanded e-Track, first-ever RAM Truck Territory, return of Camp Jeep, several outdoor Ride & Drives and much more.

A reimagined and fully-expanded electric vehicle test track (the e-Track) will be centerstage at this year's Auto Show. The e-Track, sponsored by PECO, will offer guests a one-of-a-kind interactive experience they won't find anywhere else. With ride-along opportunities in the latest electric vehicles from Chevrolet, Ford, Nissan, Toyota and Volkswagen available, the e-Track is an important highlight of this year's event.

"We're very excited about our 2023 e-Track as the need for education about electrification is only growing," said Jason Friedman of Colonial Nissan and 2023 Philadelphia Auto Show Chair. "We hosted our inaugural e-Track last year and it was a huge hit with our attendees. Thousands experienced an electric vehicle for this first time with 88 percent of participants reporting that their e-Track experience will impact their next vehicle purchase. So for 2023, we knew we had to expand it and that's exactly what we did. We now have five manufacturers participating in the e-Track and that's in addition to everything else our guests will enjoy this year. This is by far our most interactive show to date."

Another exciting addition to this year's display floor is Ram Truck Territory, which will be appearing for the first time in Philadelphia. This 30,000 square foot track will feature all organic materials simulating off-road experiences. Professional drivers will drive guests around a course that includes multiple obstacles such as dirt moguls and rolling hills, navigation over staggered logs and a 15' hill climb. It will serve as a great accompaniment to the ever-popular Camp Jeep Experience, which is also approximately 30,000 square feet in size, that will also be on this year's display floor.

"The RAM Truck Territory will rock in its first year ever in Philadelphia," said Kevin Mazzucola, ADAGP Executive Director. "And so will the rest of the show. Why? Because consumers continue to appreciate the tangible unique experience the show offers when researching a vehicle opposed to looking on a computer monitor or small phone screen."

While indoor ride-along opportunities will keep consumers plenty busy, there will also be several outdoor drive opportunities for those who really want to make the most of their Auto Show experience.

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Toyota, Chrysler, Jeep, Dodge, RAM and FIAT will all offer guests the opportunity to get behind the wheel and take a test drive of several of their latest models. Guests will be able to register on the Lower Level of the PA Convention Center (right outside Custom Alley) and vehicles will launch from the 12th Street tunnel.

Additional highlights of the 2023 Philadelphia Auto Show include:

The Showroom: Guests will again be invited to check out the latest and greatest developments from some of today's leading vehicle manufacturers in "The Showroom," which will be in Halls A, B, C and D of the PA Convention Center.

Exotics & More: Dozens of the world's most elegant vehicles will also be featured at this year's event. Always a fan-favorite, guests will be able to ooh and ahh all day long courtesy of F.C. Kerbeck, Maserati of the Main Line and McLaren Philadelphia.

Custom Alley: Located on the Lower Level of the PA Convention Center (Hall F), Custom Alley will feature approximately 20 exhibiting companies who specialize in everything and anything in the car/truck customization world. Members of the public will also enjoy their moment in the after-market spotlight via the show's one-of-a-kind Local Lane Exhibit. Local Lane will feature approximately 30 personally-owned vehicles (all from area residents) that submitted applications for consideration and were deemed worthy to be on display in this year's Custom Alley.

Back-in-the-Day Way: Back-in-the-Day Way will return to the Grand Hall of the PA Convention Center. With an ambiance unmatched anywhere else in the PA Convention Center, the Grand Hall (formerly known as the Train Shed) serves as the perfect location for guests to take a trip down memory lane and view vehicles from yesteryear thanks to the Antique Automobile Club of America and Classic Auto Mall.

Hollywood Rides: The Philadelphia Auto Show will also welcome back its Hollywood Rides Display featuring some of the most iconic vehicles from today's biggest television shows and movies. Featured vehicles in this year's Hollywood Rides Display will include vehicles from The Walking Dead, Stranger Things, The Fast & Furious franchise and more.

Black Tie Tailgate Preview: The Black Tie Tailgate Preview returns to the Philadelphia Auto Show for the first time since 2020. The event will take place on Friday, January 27th, and its featured beneficiary is The Department of Nursing and Clinical Care Services at Children's Hospital of Philadelphia. Tickets and more information are available at phillyautoshow.com.

Ticket Information: Tickets are on sale now at phillyautoshow.com. They range from \$11-\$17.

Premier Sponsor: The Philadelphia Auto Show welcomes NJM Insurance Group as its 2023 Premier Sponsor.

For more than a century, the Philadelphia Auto Show has been educating area consumers and supporting the local economy. It generates an annual economic impact of \$50 million for the City of Philadelphia and the Commonwealth of Pennsylvania. To learn more, visit phillyautoshow.com.

About the 2023 Philadelphia Auto Show: The 2023 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 28th to February 5th. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children's Hospital of Philadelphia will take place on Friday, January 27th. Tickets for both events are on sale now. Visit phillyautoshow.com for more details.

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