

DAYTON autoshow

NEWS RELEASE

For more information, contact

Leslie Fulford
Team Fleisher Communications
leslie@teamfleisher.com
(614) 354-0720

2018 Auto Show Rolls into Dayton

Event to feature newest models and latest in automotive technology

DAYTON, OH (January xx, 2018). The Dayton Area Automobile Dealers Association brings new vehicles and the latest interactive technologies to consumers and car enthusiasts at the 2018 [Dayton Auto Show](http://DaytonAutoShow.com) (DaytonAutoShow.com). With more than 200 vehicles at the show, the annual event will feature the newest makes and models from 27 manufacturers, two exciting ride and drive experiences, and a chance to win a variety of prizes including a two-year lease on a 2018 Chevy Equinox LT. The show will run Thursday, February 22 through Sunday, February 25 at the Dayton Convention Center.

This year's exhibitors include: Acura, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, FIAT, Ford, GMC, Harley Davidson, Honda, Hyundai, Infiniti, Jaguar, Jeep, Land Rover, Lincoln, Mercedes-Benz, Nissan, Porsche, RAM, Subaru, Toyota, Volkswagen and Volvo. This year's show will honor Dayton's strong military community and senior citizens with extended discounted ticket opportunities. The Dayton Area Toyota Dealers will sponsor Military Appreciation Days with free admission for those with a military I.D. on Thursday, February 22 and Friday, February 23. Seniors will receive a daily discounted admission of \$6.00.

A variety of attractions and contests will appeal to guests of all ages. Featured attractions include:

- Two Ride & Drives: At the Toyota Drive Center, guests can get behind the wheel of the, the first-ever C-HR, the all-new Camry, the Rav4 or the Highlander. The FIAT-Chrysler Ride & Drive will offer rides in their Chrysler Pacifica, Dodge Charger, Jeep Compass, RAM 1500 Crew and Fiat 500X vehicles.
- Dayton Dragons' favorites, Heater and Gem, are scheduled on Saturday and Sunday.
- Returning kids' favorites include Matt the Balloon Guy, Face Doodles by Jen and animal encounters from the Wild Hearts African Farm Mobile Teaching Zoo.

Guests will have multiple opportunities to win contest prizes. The grand prize is a two-year lease on a 2018 Chevy Equinox LT, presented by the Miami Valley Chevy Dealers. Entries are being accepted at all Miami Valley Chevy dealerships beginning February 5th, and at the show. The winner will be drawn on Sunday, February 25th at 3:00 p.m. at the show. Attendees may also participate in a photo scavenger hunt around the show floor, correctly identifying makes and models of vehicles for a chance to win a 55" Samsung UHD TV. In addition, the Dayton Dragons will be on site Saturday and Sunday offering an opportunity to win a VIP prize pack that includes four stadium seats, pre-game stadium tour and four Dragon hats and t-shirts.

The U.S. auto industry is currently strong, having closed another notable year. 2017 finished with new vehicle sales totaling approximately 17.1 million. The National Automobile Dealers Association (NADA) expects 2018 to be a robust year. NADA recently released its 2018 U.S. sales forecast, predicting the sale of 16.7 million new cars and light trucks. In addition, analysts expect a number of trends to shape the future of the automotive industry. They include millennials as the dominant share of buyers, greater affordability, autonomous vehicles and digital retailing.

"The Dayton Auto Show is an annual event the community anticipates every year," said Kelly Danison, Dayton Auto Show Director of Events. "The auto industry remains a vital part of the Dayton economy and we look forward to sharing all the exciting new features, as well as a number of first-time ones that entire families will enjoy."

Tickets are \$8 at the box office and \$6 online, children nine and under are free with a paid adult. Tickets for students with appropriate IDs are \$6. Military Appreciation Days, sponsored by the Dayton Area Toyota Dealers, offers free admission on both Thursday and Friday with valid military ID, and seniors ages 65 and over will receive \$6 admission every day of the show. For more information about tickets, show hours, schedule of events, directions and special activities, visit the show [website](#). Tickets can be purchased online at <https://www.tix123.com/tix123/eTic.cfm?code=DAS18>.

Journalists are invited to a sneak peak of the show's displays Wed 2/21 from 1-3 p.m. or during show days by contacting Leslie Fulford at leslie@teamfleisher.com or 614-354-0720.

Social Networking - Please visit the following for updates on the show:

Facebook: [Facebook.com/DaytonAutoShow](https://www.facebook.com/DaytonAutoShow)

Twitter: [@DaytonAutoShow](https://twitter.com/DaytonAutoShow)

Instagram: [@DaytonAutoShow](https://www.instagram.com/DaytonAutoShow)

Suggested Tweet: Start planning your visit to the [@DaytonAutoShow](https://twitter.com/DaytonAutoShow) 2/22-2/25. 27 top manufacturers lined up. Buy tickets today at <https://tinyurl.com/ydayypi2h>.

About the Dayton Auto Show

The Dayton Auto Show is produced by the Dayton Area Automobile Dealers Association and held annually. Each year, top automobile manufacturers exhibit their newest makes and models to thousands of attendees. For more information on the event, visit www.daytonautoshow.com.