



MEMPHIS INTERNATIONAL AUTO SHOW

FOR IMMEDIATE RELEASE

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THE NEWEST AUTOMOBILES CRUISE INTO THE MEMPHIS COOK CONVENTION CENTER FOR THE MEMPHIS INTERNATIONAL AUTO SHOW JANUARY 8 – 10

Test Drives, New Models, Hot Rod Experience and More

MEMPHIS, TN – The 2016 Memphis International Auto Show is back with over 250 of the hottest cars, trucks and SUVs all in one place at the Memphis Cook Convention Center! Held Friday, January 8 through Sunday, January 10, the auto show is designed as a one-stop shop to research, compare and try hundreds of new models on for size in a no pressure, non-selling environment. Whether you are in the market for a new vehicle, interested in the newest in-car technology, or just love cars – this automotive utopia is the place to be.

This annual event offers consumers the chance to sit in the driver's seats, inspect engines, kick tires, count cup holders, check trunk space, test drive vehicles and take in that new car smell. With over 20 brands on display, attendees can compare their favorite vehicles from manufacturers such as Acura, Honda, Toyota, Ford, Jeep and Buick all under one roof. Significant upgrades in safety, entertainment and convenience features have made new models more sophisticated than ever. With so many new vehicles to survey, the auto show offers something for everyone.

Let's go for a test drive! Explore Toyota's legendary commitment to quality, durability, reliability and safety at the **Toyota Drive Center**. Get behind the wheel and discover the fun-to-drive side of new Toyota vehicles on an extended test-drive experience that puts the focus on the road. Test drives are included with the price of auto show admission. Drivers must be at least 18 years or older and a US residents with a valid US driver's license to enter.

Sure to steal the spotlight at this year's show is the **Hot Rod Experience** *courtesy of Delta Cruisers Car Club*. Car aficionados can catch a glimpse of a unique collection of over 30 classic and customized hot rods that will surely get your motors runnin'.

Whether it's the classic vehicles on display or the hundreds of new makes and models on the show floor, we're giving attendees the chance to be in the social spotlight. Show us your favorite car(s) at the auto show for the chance to win a gift card in the **Dream Car Photo Contest!** Simply take a selfie next to the car of your dreams on the show floor, and post it to Instagram or Twitter using the hashtag #MemphisAutoShow for a chance to win \$100. The winner will be selected at random at the end of the show on January 12, 2016.

On Sunday, January 10, children ages 12 and younger will enjoy the day at the auto show for FREE in celebration of **Family Day**. Visit with Magic Nick and get a complimentary balloon animal, flower or other elastic, fun creation while picking out the perfect family friendly vehicle.

The Memphis International Auto Show will be open to the public Friday, January 8 through Sunday, January 10, 2016 at the Memphis Cook Convention Center, located at 255 N Main Street, Memphis, TN 38103. Show hours are Friday, from 10 a.m. to 9 p.m., Saturday, from 10 a.m. to 9 p.m. and Sunday, from 10 a.m. to 5 p.m. Admission to the event is \$8 for adults, and \$6 for seniors (62 and over), active military with any DOD ID, and children age 6 – 12. Children 5 and under are admitted free. Attendees can register for a FREE one-year subscription to *Motor Trend* magazine right at the show, *compliments of Cumulus Broadcasting*. Advance sale discount E-tickets can be purchased online at www.memphisautoshow.com.



#MemphisAutoShow

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