



MEMPHIS INTERNATIONAL AUTO SHOW

FOR IMMEDIATE RELEASE

Contact: Taylor Henning
thenning@alliedim.com
404-975-4201

THE NEWEST AUTOMOBILES DRIVE INTO THE MEMPHIS COOK CONVENTION CENTER FOR THE 2017-MODEL MEMPHIS INTERNATIONAL AUTO SHOW OCTOBER 28 – 30

Test Drives, New Models, High-End Exotics and More

MEMPHIS, TN – The 2017-Model Memphis International Auto Show is back with over 250 of the hottest cars, trucks and SUVs all in one place. Wheeling into the Memphis Cook Convention Center Friday, October 28 through Sunday, October 30, the auto show is designed as a one-stop shop to research, compare and try hundreds of new models on for size. Whether you are in the market for a new vehicle, interested in the newest in-car technology, or just love cars – this automotive paradise is the place to be.

Attendees have 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. A wide array of manufacturers will be represented. The auto show floor will also host pre-production models, providing a glimpse of what is around the corner in automotive design. Brands on display include Audi, BMW, Chevrolet, Ford, Honda, Mercedes-Benz, Porsche, Toyota, Volvo, and more. Showgoers will also have the chance to explore all of the innovative technology currently being offered on automobiles. 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 is the ideal place to try these on for size in a no pressure, non-selling environment.

Kicking off the 2017-Model show, The Greater Memphis Auto Dealers Association will pay tribute to Breast Cancer Awareness Month by hosting the **GMADA Goes Pink 100th Anniversary Celebration** and preview party on Thursday, October 27 at the convention center. Guests will get a sneak peek at all of the show's cars; enjoy food, drinks and entertainment, all while celebrating the organization's 100th anniversary. Tickets to the event are \$50, with a portion of the sales benefitting the Susan G. Komen Memphis-Mid-South.

Two special test drive events are taking place at the auto show this year, allowing attendees to help close the loop on their auto show research. 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-drives experience that puts the focus on the road ahead. Attendees can also check out **Drive! FCA**, showcasing the latest vehicles from Chrysler, Dodge, Fiat, Jeep and Ram and have the chance to get some real seat-time with a product specialist who can answer all your questions. Test drives are included with the price of auto show admission and will operate from 10 a.m. to 6 p.m. on Friday and Saturday, and from 10 a.m. to 4 p.m. on Sunday, October 30. 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 **DuPont Registry Live** *courtesy of Velocity Motorcars*. Car aficionados can catch a glimpse of the Ferrari 488 Spider, Lamborghini Huracan LP 610-4 Spyder, Mercedes-Benz SLR McLaren Mansory Pkg. and other unique, high-end exotic and luxury vehicles.

New to the 2017-Model show is the **Sharingbox Photo Booth**, which will give guests a unique and incredibly fun way to share their experience. This stand-alone photo booth enables you to take fun, crazy and interesting photos direct from the auto show floor and share them across your social media apps or print them immediately.

The 2017-Model Memphis International Auto Show will be open to the public Friday, October 28 through Sunday, October 30, 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) and active military with any DOD ID. Children 12 and under are admitted free. Attendees can register for a FREE one-year subscription to *Motor Trend* magazine right at the show, *compliments of WREG-TV*. Advance sale discount E-tickets and tickets to GMADA GOES PINK can be purchased online at www.memphisautoshow.com.

