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**THE 2018-MODEL MEMPHIS INTERNATIONAL AUTO SHOW RETURNS
TO THE MEMPHIS COOK CONVENTION CENTER OCTOBER 27 – 29**
Test Drives, New Models, High-End Exotics and More

MEMPHIS, TN – Memphis' largest collection of cars, trucks, SUVs and crossovers under one roof is back October 27 – 29, 2017 as the 2018-Model Memphis International Auto Show rolls into the Memphis Cook Convention Center with hundreds of new vehicles. This annual event offers a one-stop shop for attendees to check out the latest in-car technology and test drive more than a dozen vehicles. With so much to experience, the auto show is the best place to kick start your research, fuel your automotive passion or spend an afternoon with the family.

Showgoers will have the chance to explore all of the innovative technology currently being offered in automobiles. Significant upgrades in safety, entertainment and convenience features have made new models more sophisticated than ever. Attendees will be able to position their seats, check head and leg room, connect devices, inspect engines and even take select vehicles for a spin. At this year's show, more than 20 diverse brands such as Audi, BMW, Chevrolet, Dodge, Ford, GMC, Honda, Infiniti, Jeep, Lexus, Porsche and Toyota will be on display. The auto show floor will also host pre-production models, providing a glimpse of what is around the corner in automotive design, as well as high-end exotics and luxury vehicles.

Kicking off the 2018-Model show, The Greater Memphis Auto Dealers Association will pay tribute to Breast Cancer Awareness Month by hosting the **VIP PINK NIGHT** gala on Thursday, October 27 from 6 to 8 p.m. Guests will get a sneak peak at the show's cars while enjoying food, drinks and entertainment. Tickets to the event are \$50 with proceeds benefitting Susan G. Komen Memphis-Mid-South. Additionally, on Saturday, runners of the Susan G. Komen® Memphis-MidSouth Race for the Cure 5K will receive one FREE admission.

Three 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 questions, or they can visit the **Chevrolet Test Drive** to drive one or more of the latest Chevy vehicles. Test drives are included with the price of auto show admission and times of operation vary between manufacturers. Drivers must be at least 18 years or older and a US resident with a valid US driver's license.

For those with younger children, the all-new Kids Test Track is sure to delight with various electric-powered vehicles ready to drive.

Available for free this year, public parking for the show is located at the Convention Center Garage located off Winchester Street. The 2018-Model Memphis International Auto Show will be open to the public Friday, October 27 through Sunday, October 29, 2017 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 (12 & over), and \$6 for seniors (62 and over) and 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 the VIP PINK NIGHT can be purchased online at www.memphisautoshow.com.



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