

For Immediate Release



2024 Memphis International Auto Show Takes Over Renasant Convention Center -- Admission to Show is FREE

New Model Vehicles, EVs, Hybrids, Exotics, Test Drives, and More

MEMPHIS, Tenn. (March 13, 2024) – The [Memphis International Auto Show](#) takes over the Renasant Convention Center with the latest cars, trucks, crossovers, SUVs, electric vehicles, exotics, and more. The show is back and offering free admission to all attendees, courtesy of the Greater Memphis Auto Dealers Association. Set to take place Friday, March 22 through Sunday, March 24, this is the place to check out the latest new model vehicles from more than 25 manufacturers, in a non-selling environment.

Guests will have the opportunity to learn about hybrids, plug-in hybrids, EVs, fuel cell vehicles and traditional gas engines, helping them choose what best suits their needs. Product specialists from leading automotive manufacturers will be at the auto show to answer questions and provide information. From all-electric vehicles to large trucks, attendees are invited to sit behind wheels, inspect engines, experience new technologies. Licensed drivers are invited to get a feel for the performance and handling of several new models from Chrysler, Dodge, Fiat, Jeep, and Ram.

“Just as 2024-model year cars and trucks are showing up at your local dealer, there’s plenty of good news for new car shoppers,” said [Autotrader Executive Editor Brian Moody](#). “Prices are trending down on many models, especially electric cars. There is also an abundance of new and used car inventory, and new car incentives are up more than 100 percent compared to this time last year. While some buyers are interested in electric cars, many prefer hybrid or gasoline only powered vehicles. Today, there are more than 33 hybrid vehicles now available - and many of those will be on display at the Memphis International Auto Show, making it a great place to learn about all the options available today.”

Moore Tech, a non-profit, independent technical trade higher education institution, will host a display showcasing the automotive training programs available for students during high school and beyond. Attendees can visit with instructors, administrators, and current students from Moore Tech to learn more about the one and two-year programs that lead to Associate of Applied Technology Degrees and more. These

programs provide the training needed for students to go on to secure high paying jobs within the automotive industry.

The [Memphis International Auto Show](#) is owned and presented by the Greater Memphis Auto Dealers Association and produced by Steve Freeman Events. The show will be open to the public Friday, March 22 through Sunday, March 24, at the Renasant Convention Center, 255 North Main Street, Memphis Tennessee, 38103. Show hours are Friday, and Saturday 10 a.m. to 6 p.m. and Sundays 10 a.m. to 5 p.m.

Admission to the auto show is **FREE**, compliments of the Greater Memphis Auto Dealers Association. For more information visit [Memphis International Auto Show](#). Follow [@MemphisAutoShow](#) on Facebook and [@MemphisAutoShow](#) on Instagram.

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