

## NEWS RELEASE

### For more information, contact

Leslie Fulford

Team Fleisher Communications

[leslie@teamfleisher.com](mailto:leslie@teamfleisher.com)

(614) 354-0720



### 2018 Auto Show Rolls into Columbus

*Event to feature newest models and latest in automotive technology*

COLUMBUS, OH (March 2, 2018) – The Columbus Automobile Dealers Association brings new vehicles and the latest in interactive automotive technologies to consumers and car enthusiasts at the [2018 Columbus International Auto Show](http://ColumbusAutoShow.com) (ColumbusAutoShow.com). The show will run Thursday, March 15 - Sunday, March 18 at the Greater Columbus Convention Center. The annual event, sponsored by Huntington, will feature the newest models from more than 36 manufacturers, five exciting indoor and outdoor ride and drive experiences, and plenty of hands on entertainment for the whole family.

This year's show includes an additional 40,000 square feet of floor space to accommodate new and exciting activities. New to the show are the Smart Columbus Ride & Drive Roadshow, Kids PitStop and Luxury Lane – a red carpeted area of dream machines. Smart Columbus and Drive Electric Ohio will demonstrate their tech forward electric vehicles including the brand-new Mercedes, Chevy Bolt, and Ford Fusion Energy. The new Kids PitStop will provide a welcome energy outlet for families, where children can play on the indoor basketball court, trampoline, DMG Power Wheels race track and playground from Recreations Outlet, plus catch all the NCAA March Madness<sup>®</sup> action.

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 Columbus Auto Show is an annual event the community anticipates every year,” said Kelly Danison, Columbus Auto Show Director of Events. “The auto industry remains a vital part of the Columbus 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.”

The Columbus Automobile Dealers will continue their tradition of giving back to the community through the annual Charity Gala. The gala, presented by the Dispatch Media Group, will be Friday, March 16 from 7 p.m. to 11 p.m. at the Convention Center. Proceeds will support the Childhood League Center, the OSUCCC-James and the Ronald McDonald House Charities of Central Ohio. Last year’s event raised a record \$165,000 for local charities.

Attractions at this year’s show include:

- Five Ride & Drives:
  - Take a spin in one of the all-new, Ohio made, Honda Accord – voted 2018 North American Car of the Year - or brand-new Honda HRV, among others at the Honda Ride & Drive presented by your Central Ohio Honda Dealers
  - At the Toyota Drive Center, guests can get behind the wheel of the all-new Camry, the first-ever C-HR, the Rav4 or the Highlander.
  - The Subaru Ride & Drive will offer guests a spin in the Outback 2.5i, Forester Touring, Crosstrek Limited, Legacy 3.6R, Impreza Sport or Impreza.
  - The RAM Truck Experience returns with their indoor obstacle course and suspension from the RAM “mountain.”
  - Smart Columbus Ride & Drive Roadshow – this new entry will give guests the opportunity to test drive electric cars and bicycles on the showroom floor.
- Brand new Kids PitStop featuring a Power Wheels race track sponsored by DMG, basketball court, trampoline and playground from Recreations Outlet
- Luxury Lane – a red carpeted display of luxury dream machines
- Classic car display from the Arthritis Foundation
- Photo Scavenger Hunt – correctly identify makes and models in featured photos to win a new tv plus the chance for other prizes by following us on social media!
- Returning kids’ favorites include the Columbus Zoo animals, Matt the Balloon Guy and Face Doodles by Jenn.
- Chevy Equinox LT 2-Year Lease Giveaway sponsored by the Central Ohio Chevy Dealers – Register at your local Central Ohio Chevy Dealer starting on Monday or at the Auto Show
- “Get Your Hands On the All New 2018 Jeep® Wrangler” competition, sponsored by the Central Ohio Jeep dealers. See who can hold on the longest to win a brand-new Jeep Wrangler!

## Columbus Auto Show

### Page 3

Expected manufacturers are Acura, Alfa Romeo, Audi, Bentley, Buick, Chevrolet, Chrysler, Dodge, Ferrari, Fiat, Ford, Genesis, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, KIA, Lamborghini, Lexus, Lincoln, Lotus, Land Rover, Maserati Mazda, Mercedes-Benz, Mitsubishi, Nissan, Porsche, RAM, Rolls Royce, Subaru, Toyota, Volkswagen and Volvo. \*Note manufacturers are subject to change.

Tickets are \$10 at the box office and \$8 online, Seniors aged 65+ will receive \$8 admission each day. Tickets for students with appropriate IDs are just \$5 and children nine and under are admitted free with a paid adult. For more information about tickets, show hours, schedule of events, directions and special activities, visit the show website. Tickets can be [purchased online](#) at [ColumbusAutoShow.com](http://ColumbusAutoShow.com).

Media is invited to a sneak peak of the show's displays on Wednesday, March 14 from 10am – 2pm or during show days by contacting Leslie Fulford at [leslie@teamfleisher.com](mailto:leslie@teamfleisher.com) or (614) 354-0720.

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

Facebook: [www.facebook.com/ColumbusInternationalAutoShow](http://www.facebook.com/ColumbusInternationalAutoShow)

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

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

Suggested Tweet: Start planning your visit to the @CbusAutoShow 3/15-3/18. Top manufacturers lined up. Buy tickets today at <https://tinyurl.com/ycymcthg>.

“But First...Let Me Take A Selfie” contest: Post your photo at the Columbus Auto Show using #CbusAutoShow for a chance to win a gas card.

### **About the Columbus International Auto Show**

The Columbus International Auto Show is produced by the Columbus 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 [ColumbusAutoShow.com](http://ColumbusAutoShow.com).

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