



Portland International Auto Show announces new car giveaway for 2018

For Immediate Release

Portland, Ore., Jan. 15, 2018 – The Portland International Auto Show (PIAS) today revealed the vehicle to be featured in its annual new car giveaway, which is a highlight of the show that runs from Thurs., Jan. 25 – Sun., Jan. 28, at the Oregon Convention Center.

The car to be given away on Sunday, Jan., 28 at 5:00 pm is a 2018 Volkswagen Tiguan, with a MSRP value of \$35,045. The Metro Portland New Car Dealers Association, in conjunction with the Pamplin Media Group, sponsors the contest.

The 2018 Tiguan adopts the award-winning style of the European model – a clean, timeless look accented by LED daytime running lights, standard LED taillights and optional LED headlights. From a bolder front grille and standard roof rails to dual exhaust tips and a choice of four-wheel styles, the new Tiguan has style in spades.

Technology plays a bigger role than ever in the new Tiguan, especially in driver assistance features. Available options range from Forward Collision Warning and Autonomous Emergency Braking (Front Assist) with Pedestrian Monitoring to Blind Spot Monitor with Rear Traffic Alert and Lane Departure Warning (Lane Assist). Even the Adaptive Cruise Control now works in stop-and-go traffic.

Contestants can enter at the Pamplin Media Group exhibit, located in the MKL Jr. Lobby. One ticket will be drawn from each day's entries, with the four finalists vying for the prize on Sunday. Contestants are presented with a key fob, one of which will unlock the vehicle. The contestant that holds that fob wins the Tiguan.

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About the PIAS

Presented by the Metro Portland New Car Dealers Association, the PIAS is the largest Auto Show in the Pacific Northwest, and the largest show held at the Oregon Convention Center.

Show Dates:

Thurs., Jan. 25 – Sun., Jan. 28, 2018

Hours:

Thurs., Jan. 25	10 am – 10 pm
Fri., Jan. 26	10 am – 10 pm
Sat., Jan. 27	10 am – 10 pm
Sun., Jan. 28	10 am – 7 pm

Ticket prices:

Adults (13 and older)	\$12
Seniors	\$10
Military (with ID)	\$10
Children (7 – 12)	\$7*
Children 6 and under	Free
Family Four Pack	\$30**

*On Family Day, Sun., Jan. 28, children 12 and under are free when accompanied by a paid adult.

**Family Four Pack admits two adults / two children

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