



**Gears, Gadgets, and Great Automobiles  
It's all at the 2018 Portland International Auto Show**

**For Immediate Release**

**Portland, Ore., Jan. 15, 2018** – The Portland International Auto Show (PIAS) is an extravaganza of automotive technology, and it's all there for the viewing on Thurs., Jan. 25 to Sun., Jan. 28 at the Oregon Convention Center. This year's show features over 600 of the best that the world's automakers have to offer. And, maintaining the show's tradition of offering something for the entire family, the organizers have taken great pains to bring the finest automotive-related features to educate, entertain and delight.

Sneak Peek Charity Preview Party

Even before the PIAS opens to the public, show organizers offer the opportunity to view newest cars and trucks at the Sneak Peek Charity Preview Party on Wed., Jan. 24. The affair, now in its fifth year, has quickly risen to the top of the area's must-attend charity events.

Benefiting eight local charities, Sneak Peek is an elegant evening complete with hot and cold hors d'oeuvres stations, and several full bars on the auto show floor. Sponsored by PIAS partners Beaverton Audi and Eastside Distilling, Sneak Peek is a fun way to view the exciting new vehicles before the show opens to the public. As a bonus, each ticket holder will be entered into a new-car giveaway for a 2018 Audi Q3, courtesy of Beaverton Audi.

Other features that help make PIAS the best entertainment value in the region, include:

NEW – The Garage

The Garage is a car enthusiast's candy store. During the run of the show, The Garage, located on the main show floor, will feature:

- ProTek building a 2018 Toyota Tacoma C/C with a full lift kit, wheels, tires, bumpers and more.
- Race series vehicles with live demonstrations from AR service
- A tricked out 2018 Mustang hot rod from PRE Racing
- 12 brands of wheels and tires from MHT

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- A live wrap of a BMW M3 by PDX Custom Wraps
- Application of a live clear bra and window tinting on some Ferraris, while demonstrating the latest audio equipment, from Stereo King
- And flooring from Alternative Surfaces, plus a West Coast Choppers-built custom motorcycle.

Finally, Eastside Distilling will be on hand providing samples of its spirits in the Garage, and if you like what you taste, you can purchase a full cocktail in the Man Cave next to Eastside.

#### Electric Avenue

Forth presents Electric Avenue, this year located just outside the main show near the pendulum. Electric Avenue is opportunity for guests to learn about the latest in EV technology in an interactive setting. Among the topics explored by experts:

- innovations in charging stations
- use of clean energy for EV charging
- variety of EVs currently available
- new EV range reality
- savings and incentives

Guests can also participate in an EV Scavenger Hunt for fun prizes.

#### Tech Center

PIAS brings back this interactive learning center designed to educate consumers about topics such as the connected vehicle, electric vehicles, and the future of apps as they apply to vehicles. Major OEMS, including Ford, Audi, BMW, Volkswagen, and Chevrolet will be on hand to demonstrate the connected technologies in their vehicles, and Columbia Clean Cities be there to educate on EVs and the Green Highways initiative. New this year, Ford will present its VR backup technology experience.

#### EV Showcase sponsored by the Oregon Electric Vehicle Association

The Oregon Electric Vehicle Association (OEVA) again sponsors the EV Showcase, located in the Tech Center, and featuring EVs from manufacturers like Nissan, BMW, Mercedes, Audi, Kia, Chevrolet (including the Bolt), Smart, Fiat, FCA, Ford and others. OEVA will staff the exhibit, with EV owners and experts available to answer questions about the benefits of ownership and specific models on display. They will also present information on conversion of standard vehicles to EV. A drawing will be held with the winner receiving \$5,000 toward a down payment on a 2018 Prius Prime.

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### VR Simulators

Take a test drive without ever leaving the show floor with Honda's Virtual Reality Simulator, its second appearance at the show. This year, guests can experience a Honda Civic Type R as it actually would feel on the road.

Nissan brings its "Star Wars: Droid Repair Bay," the official VR experience of "Star Wars: The Last Jedi." The 8-minute experience puts users inside a virtual repair bay on General Leia's ship where they can interact with BB-8 and other brand-new droids created for this story.

Finally, the Ford exhibit will feature its pro trailer back up assist feature as it appears on the 2018 Ford Expedition. The Virtual Reality course has attendees back up a boat through a forest trail down to a lake to a boat launch. For guests not comfortable with VR headsets, Ford will have a touch screen version side-by-side with the VR chair.

### Ride & Drives

The 2018 Portland International Auto Show will once again present an opportunity to test a wide variety of vehicles from nearly every major OEM, including Chevrolet, Chrysler, Dodge, Fiat, Ford, Jeep, Hyundai, Nissan, Ram, Subaru, Toyota, and Volkswagen. Most manufacturers provide vehicles across the product lineup, so expect a wide variety of cars and trucks, including electrics like the all-new 2018 Leaf. Ride & Drives will be staged around the Oregon Convention Center during the show's run, Thurs., Jan. 25 – Sun., Jan. 28.

### Luxury Lofts & Exotics

Located on the second floor of the convention center in the Portland and Oregon Ballrooms, the Luxury Lofts will feature some of the most anticipated vehicles of the PIAS, including Audi, BMW, Jaguar, Land Rover, Lexus, Mercedes, Porsche and Volvo.

And then, there are the Exotics. Always a crowd favorite, these vehicles are sure to set the heart racing. Exotics like Bentley, Lamborghini, Maserati and Rolls Royce will grace the main floor like automotive royalty. And, for the first time at the PIAS, McLaren will showcase a supercar.

### Family Day

The PIAS is one of the best entertainment values in Portland, and it is even more economical, and fun, on Family Day. This year, Family Day, on Sunday, Jan. 28, will be filled with activities for the kids, and all kids 12 and under are free with a paid adult admission. The action takes place in the Kids Zone, located in the Holladay lobby.

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### Kids Zone

The Holladay Lobby is the domain of kids on Family Day and throughout the run of the show. Face painting, tattoos, balloon artists, a giant slide and more await young (or old) show attendees.

### The Great Outdoors

Now in the Ginkoberry Hallway, The Great Outdoors exhibit exemplifies the Oregon lifestyle. Accessorized vehicles from ReRack and Aerodrop Teardrop Trailers are just a few of the things that are in store. Don't forget to enter to win a Thule cargo box stocked with outdoor gear for your next adventure.

### Motorcycle Pavilion

The best of two-wheels is ready for viewing, and all major brands will be featured for comparison-shopping. Brands include: BMW, Ducati, Harley-Davidson, Honda, Indian, Kawasaki, Suzuki, Triumph, and Yamaha, who will be showing its YZF R6. Vespa Scooters will also be represented.

### Guess This Mess

An auto show tradition, the Schnitzer Steel-sponsored contest returns providing contestants a chance to win a 50' big screen TV by guessing the year, make, model and mileage of the crushed and bailed vehicle in the Schnitzer Steel exhibit. You can also learn how Schnitzer is reducing its carbon footprint.

### Wawanesa Insurance

Wawanesa Insurance hospitality returns to the PIAS near the Tech Center. Compare its auto and rental coverage offerings while playing PLINKO for a chance to win a \$250 gift card.

### Ally Bank

Returning sponsor Ally would like to invite you to visit its exhibit and vote for your Ally favorite car of the show, which will also be your entry for a chance to win a \$250 gas card to be given away in a drawing to be held February 1st. After voting, take a few minutes to rest your feet in the Ally customer appreciation lounge while charging up your electronics. And be sure to ask an Ally for your \$250 down payment assistance voucher. The Ally exhibit is located at the MLK entrance to the main floor across from the Dragon Café.

### RC Rock Climbing

Test your RC skills on this challenging course assembled by Axial Remote Control Rock Climbing.

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### PDX Rides

See some of the most spectacular local custom Portland vehicles at the new PDX Rides feature at the PIAS. It's an amazing showcase of 13 vehicles in the categories like, Off Road, Tuner, Hot Rod, Muscle, Euro, Retro, Modified and fully custom one-of-a-kinds including vehicles like a Chevy Nomad and Le Mans Ford GT. Once you've see all the eye candy be sure to share your favorite on the Auto Show Facebook page. The NEW PDX Rides feature is located across from the Electric Avenue on the main floor level and it is brought to you by Car Buff.

### New Car Giveaway

Finally, the show closes with the annual New Car Giveaway sponsored by the Metro Portland New Car Dealers Association in conjunction with the Pamplin Media Group. Auto show attendees can enter at the Pamplin Media Group exhibit in the MLK Lobby, and on Sunday one of four finalists will win the vehicle – a new 2018 Volkswagen Tiguan SUV.

### New Sponsors

#### Oregon Community Credit Union

The OCCU will have a lounge near the elevators and Portland Roaster Coffee on the south end of the Convention Center, where patrons will have a chance to win a full-service auto detailing. While there, they can also learn about the OCCU's newest Portland-area branch. For the show, the OCCU is making a special offer to attendees who pay their auto loan from an OCCU Remarkable Checking Account. Visit the exhibit for details. Experienced in providing auto loans, the OCCU goes above and beyond for its customers.

#### American Family Insurance

The AFI exhibit will feature the Retro Gaming Experience... fun, interactive retro driving simulators that will be a hit with all ages. Attendees can play classic racing games and enter to win the ultimate car wash package. While there, guests can also learn about AFI's line up of insurance options and get a free quote. The AFI exhibit will be located just outside the doors off the main floor near the Honda exhibit.

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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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Media Contacts:

Marc Harlow / [marc@Harlowpr.com](mailto:marc@Harlowpr.com)  
810.599.2558

Joe Rohatynski / [joe@Joepr.com](mailto:joe@Joepr.com)  
313.378.6570