



**Oregon International Auto Show Flash Sale**  
*Charge Into Tomorrow – for Half Price*

**For Immediate Release**

**Portland, Ore., Jan. 9, 2024** – The Pacific Northwest’s biggest auto show is back with a new name, new theme, a new car manufacturer, and a 24-hour flash sale! Hundreds of new vehicles and all the favorite show features will be at the Oregon Convention Center Feb. 22-25 for the newly renamed *Oregon International Auto Show (OIAS)*.

Since its inception in 1910, the annual show has been the Portland International Auto Show, but that name no longer represents all the auto dealers who participate or the attendees, says the Oregon Auto Dealers Association’s (OADA) Executive Vice President Greg Remensperger. That’s why the OADA board voted to change the name.

“As time goes on, the show represents more of the businesses around the state, more than just in the Portland area,” Remensperger says. “We’ve talked with dealers around the state, and they’re thrilled about it. Plus, people come from all over the state to attend the event.”

24-Hour Flash Sale, Jan. 11, Midnight – Midnight

On Jan. 11, from midnight to midnight, [adult tickets to the largest automotive showroom in Portland will be half price - \\$10, fees included](#). This must-attend event will feature family friendly attractions, real-time custom modifications, and hundreds of new vehicles from across the world including the newest electric vehicles on the market. Attendees can experience and evaluate new vehicle models, features, and trims from over 40 manufacturers, without sales pressure. Plus, they can truly determine if some vehicles are a good fit by test driving them.

Tickets are available on the [OIAS website](#).

## Experience Electrical Excitement

As the new show theme “Charge into Tomorrow” indicates, OIAS will continue to showcase the latest EV cars, trucks, and technology at Electric Avenue, sponsored by PGE, Pacific Power, and Clark Public Utilities. Experts and an interactive display will answer questions about charging options, vehicle range, rebates and tax deductions, finding charging stations nationwide, and the benefits of going electric.

## Announcing an Automotive Newcomer

A rarity in the automotive industry, a new manufacturer, INEOS Automotive, will unveil its Grenadier, a stripped-back, utilitarian, hard-working 4x4 vehicle that is just arriving in the US this quarter. This five-seater SUV is engineered to provide top-class off-road capability, durability, and reliability. INEOS is also working on an electric SUV slated to arrive in 2026.

## Online Hub of Newest Makes and Models

The 2024 Online Buyer’s Guide delivers a comprehensive list of new vehicle specifications, prices, and availability at Oregon dealerships. This unparalleled automotive guide provides everything a buyer needs to know about vehicles ranging from luxury to the best values on the market as well as dealers’ contact information.

## About the OIAS

Presented by the Oregon Auto Dealers Association, the OIAS (formerly the Portland International Auto Show) is the largest auto show in the Pacific Northwest and the biggest attraction held at the Oregon Convention Center. The four-day event draws over 100,000 attendees.

## Regular Ticket Prices

Adults (16 and older) – \$20

Kids (10-15) – \$10

Seniors – \$15

Family four pack (2 adults, 2 kids) – \$50

Adult four pack – \$72

## More Information

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