

## ***Pacific Northwest's Premier Auto Show Returns to Portland***

*"This show will impress, educate and entertain."*

**Portland, Ore., Feb. 6, 2024** – The Oregon International Auto Show (OIAS) opens the doors to an exciting automotive celebration, Feb. 22-25, 2024, at the Oregon Convention Center. Show organizers promise an impressive roster of new model-year vehicles, EVs, and new vehicle technology over four jam-packed days.



"We're thrilled to be back and have worked hard over the last year to bring Oregonians an auto show that will impress, educate and entertain – *always* in a family-friendly environment," says OIAS Executive Director, Greg Remensperger. "Auto shows are a reflection of the industry and help automakers tell their brand stories – that might mean vehicles with internal combustion engines, vehicles with electric motors or popular hybrid vehicles."

There's no better place than an auto show to compare brands and vehicles, Remensperger added.

"This is the best opportunity for car enthusiasts to evaluate new models, talk to product specialists and decide what's the best fit for their lifestyle and family needs. Thanks to a strong collaboration between auto dealers and automakers, we're able to feature over 20 brands and dozens of highly anticipated new models," added Remensperger. "I'm also happy to report that we have several sponsors and fan favorite features returning to the Oregon Convention Center, where it's always a pleasant and balmy 73 degrees," added Remensperger.

### **Take the Mystery Out of EV Ownership**

Bigger and bolder and in a new, 9000-sf Main Floor location, **Electric Avenue** is an epic presentation of what's here now, and what's just around the corner in the future of mobility. The showcase will feature a number of EVs and provide guests with an opportunity to learn about the latest in EV technology in an informative and interactive setting. "Is now the right time to buy an EV?" Visit Electric Avenue for the answer. **PGE Electric Avenue is sponsored by Portland General Electric Company; Pacific Power; Clark Public Utilities; Oregon Electric Vehicle Association; and Columbia-Willamette Western Washington Clean Cities.**

### **Like it? Drive it! (Or be driven)**

Ride & Drives are among the most popular auto show features and Ford Motor Company and Toyota will have vehicles available for ticketholders to drive and evaluate outside the convention center. The Toyota Ride & Drive will feature the Rav4 Hybrid, Prius Prime, bZ4X, and Grand Highlander; the **Ford Ride & Drive** will feature the Maverick, Super Duty Truck, F-150 Raptor, Bronco and Explorer. **Inside**, at the **Ford EV Ride Along Track and Acceleration Lane**, show visitors can be driven in the Mustang Mach E and F-150 Lightning.

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**The Garage featuring two Live Car Builds**

Think Disneyland for the car enthusiast. The immensely popular and growing Main Floor Garage is a nod to area gear heads and features a variety of activities including live customizations in the 5000-sf build area over the four days of the show (Jeep Gladiator and Toyota Supra). Local companies exhibiting products and services include **Pro Tek Automotive; AR Auto Service; Stereo King; Pro Diesel; Aero Teardrops; Avants; PDX Rides; ReRack; Vintage Underground; and Wise Coatings.** The area also includes features such as **military vehicles; the Oregon & Cascade Region Porsche Club; and the ever-popular Tailgate Lounge.**

**Subaru Loves Pets® pet adoption event**

The 2024 OIAS once again welcomes the “Subaru Loves Pets” adoption event. Since 2018, more than 1,200 pets have been adopted at these events, and Subaru and its retailers have donated more than \$550,000 to help aid pet organizations in local communities. Show attendees are encouraged to visit the Subaru exhibit and consider adopting a pet. The event also supports Northwest Boxer Rescue in McMinnville, Ore.

**Family Day**

Sunday, February 25, is the perfect day to bring the family to the auto show and make lasting memories. **All kids 15 years and under receive free admission to the show with the purchase of an adult ticket on Family Day.** Have fun in the **Kids Zone** with an inflatable slide and face painter; enjoy fake tattoos, balloon characters and other games.

**Show Hours**

- Thursday, Feb. 22 10am-10pm (Media Preview Day: 5am-10am)
- Friday, Feb. 23 10am-10pm
- Saturday, Feb. 24 10am-10pm
- Sunday, Feb. 25 10am-7pm

**Tickets On Sale Now at [oregonautoshow.com](http://oregonautoshow.com)** (click on “Tickets”)

- Adult (ages 16-64): \$20
- Military (active-duty w/ID): \$15 (one ticket per ID)
- Senior (ages 65+): \$15
- Child (ages 10 -15): \$10
- Child (9 & under): Free (when accompanied by a paid adult)
- On **Family Day**, children 15 & under are free when accompanied by a paid adult
- Tickets are also available at the door.

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New this year:

- Family 4-pack – (2) Adults and (2) Children (10-15 yrs) - \$50
- Adult 4-Pack – (4) Adult tickets - \$72

More Information:

**Main Phone Number: 503.233.5044**

**Participating Brands (2024 Show)**

BMW
Buick
GMC
Chevrolet
Chrysler
Dodge
Ferrari / Maserati / INEOS
Ford
Genesis
Honda
Hyundai
Infiniti
Jeep
Kia
Mini
Nissan
RAM
Subaru
Toyota
Volkswagen
Volvo

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