

## Oregon International Auto Show Announces Partial List of Feature Vehicles



**Portland, Ore., Feb. 15, 2024** – The Oregon International Auto Show (OIAS) today announced a partial list of some of the exciting new vehicles to be displayed during the four-day show, Feb. 22-25, 2024, at the Oregon Convention Center.

Thanks to a strong collaboration between Oregon auto dealers and automakers, more than 20 brands will feature hundreds of highly anticipated new models.

One of the top reasons to attend an auto show is to see what's new and different, and visitors to this year's OIAS will be among the first to see a variety of vehicle debuts and some all-new vehicles not yet in showrooms. From sports cars and sedans to crossovers and trucks, the auto show features an incredible variety of all-new vehicles.

According to OIAS Executive Director, Greg Remensperger, auto shows today are an evolving landscape and a reflection of the auto industry.

“We help automakers tell their brand stories,” says Remensperger. “Those stories and related messages frequently change, which makes the importance of the show even greater, especially during this period of rapid product development that we continue to see.”

The actions of automakers confirm the value that they place in this market and show as a key event, added Remensperger.

“We match the automaker activity and input with a consumer public that's hungry to see, evaluate and compare new vehicles and learn about new technology, EV solutions, safety assets, design and sustainability,” says Remensperger. “There's just no better place to do that than here at the largest auto show in the Pacific Northwest.”

Highlights of just some of the exciting new vehicles auto show attendees will see:

- All-new, all-electric, **lemon yellow Volkswagen ID. Buzz**, part of the rebirth of the iconic VW “bus” will be among a large VW presence including the **Atlas Peak Edition SEL**, **Golf R 2.0T AWD** and the **Jetta 40<sup>th</sup> Anniversary edition ID.4**.
- **Nissan ARIYA** and **ARIYA Platinum+ AWD**, its latest entries into the all-electric SUV category; along with crowd favorite **Nissan Z**
- **Toyota** all-stars include **Rav4 Hybrid**, **bZ4X**, **Grand Highlander** and the new **Prius Prime**, *winner of the prestigious 2024 North American Car of the Year award*

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## Auto Show Vehicle Lineup Preview

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- **Ford Motor Company** will bring a number of heavy hitters including the **Bronco Raptor**, **Mustang Mach E**, the new **Maverick** and *workhorse* **Super Duty Truck**, *winner of the prestigious 2024 North American Truck of the Year Award*.
- The **Kia EV9**, Kia's all-electric, 9-passenger SUV, *winner of the prestigious 2024 North American Utility Vehicle of the Year*.
- **Buick/GMC** is showing its upscale **Envision** and **Envista**, along with popular GMC Trucks and SUVs such as the **Canyon**, **Acadia**, **2500** and the **GMC Hummer**.
- **Chevrolet** will exhibit a variety of its SUVs and Pickup Trucks, including the **Silverado**, **Trax**, **Tahoe** and **Trailblazer**.
- **Chrysler/Dodge/Jeep/RAM** is focusing on its Jeep and RAM brands, with several variations of Wrangler and RAM trucks, including the **Wrangler** and **Grand Cherokee 4xE PHEV**. Also look for the **Wagoneer** and **Gladiator**.
- **Genesis**, the stand-alone brand under the Hyundai umbrella, will have its **G70** and **G80**, along with the **GV70** and **80**.
- **Hyundai** will be exhibiting its EV offerings in the **IONIQ 5 LTD AWD** and **IONIQ 6 SEL**, along with the **Kona Electric SEL**. It will also have its sedans and SUVs on display, including the **Sonata SEL AWD** and **Tucson XRT AWD**, among other vehicles.
- **Subaru**, in addition to those cuter-than-cute puppies at its main floor **Pet Adoption** event, will have a stellar lineup of its most popular vehicles, many which are so suitable to the Oregon lifestyle, such as **Outback**, **Crosstrek** and **Forester** all in the Wilderness trim level.

### Get in and Buckle Up...

Many of the vehicles mentioned above from **Ford Motor Company** and **Toyota**, in addition to **MINI** and **Polestar**, may be driven by show visitors at **Ride & Drive** events outside the convention center. In addition, Ford will host the *indoors* **EV Ride Along Track and Acceleration Lane**, where show visitors can be driven in the **Mustang Mach E** and **F-150 Lightning**.

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**Auto Show Vehicle Lineup Preview**  
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Ride and Drive vehicles:

- Toyota bZ4X
- Toyota Grand Highlander
- Toyota RAV4 Hybrid
- Toyota Prius Prime
- Ford Maverick
- Ford Super Duty
- Ford F-150 Raptor
- Ford Bronco
- Ford Bronco Sport
- Ford Explorer
- Ford Mustang Mach-E
- Ford Mustang Mach-E
- Ford F-150 Lightning
- Ford F-150 Lightning
- Polestar 2
- MINI

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**Show Details**

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

**More Information:**

**Oregon International Auto Show: 503.233.5044**

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