



**It's an Automotive Extravaganza
at the 2019 Portland International Auto Show**

For Immediate Release

Portland, Ore., Jan. 15, 2019 – The new year means a new edition of the Portland International Auto Show (PIAS), a celebration of everything automotive where you can view, drive and even watch automobiles being built. It all takes place at the Oregon Convention Center this Jan. 24 – 27. This year's show features over 600 of the best that the world's automakers have to offer. And, maintaining the show's tradition offering something for every interest, there will be features galore to educate, entertain and amaze.

Sneak Peek Charity Preview Party

It's the hottest ticket in town and the PIAS invites everyone to view the show before it opens to the public, all for a good cause. The Sneak Peek Charity Preview Party, sponsored by Audi Beaverton, takes place on Wed., Jan. 23 from 6:30 – 9:30 pm. Entering its sixth year, the event has become one of the area's must-attend charity affairs.

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. Having raised nearly \$4 million for the charities, 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 A3 e-tron sportback, courtesy of Audi Beaverton. Tickets can be purchased at the show website, portlandautoshow.com, or from the charities beneficiaries that are listed on the web site.

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

New Sponsor – Chinook Winds Casino and Resort

It's a sure bet that you'll enjoy the offering of our newest sponsor, the Chinook Winds Casino and Resort. Stop by its "Life is Better at the Beach" exhibit and have fun playing Black Jack. Expert, intermediate and novice level gamers are welcome to join in on some 21 action. Also, each day, a winner will be drawn for a weekend getaway at the coastal resort. Every time a joker is dealt, shuffle card or a black jack hit, that guest's name will be put in to the daily drawing.

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Back Jack not your style? Come visit the booth and try out our photo area and post your pic on Instagram with #chinookwinds #portlandautoshow for a chance to win a Pendelton blanket, dinner for two and an overnight stay at Chinook Winds Casino Resort. This fun interactive booth will also have special items you can take and enjoy.

The Garage

The Garage, a car enthusiast's candy store, is back this year thanks to sponsor Perlo Construction. During the run of the show, The Garage, located on the main show floor, will feature three live car builds over the four days of the show. Watch as the experts from companies like Pro-Tek, AR Service, PDX Wraps, Stereo King, PDX Detail and Wheelcraft contribute to the build of a Subaru STI, Honda Ridgeline, and a Ford Mustang.

Electric Avenue

Forth Mobility presents Electric Avenue, an 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
- charting your trip with the Chargeway Beacon

Tech Center

Learn about the latest updates in autonomous and connected vehicles at the Tech Center. This interactive learning center will feature technology from Ford, Audi, BMW, Volkswagen, Subaru and Chevrolet with experts on hand to demonstrate the technologies and apps in the vehicles. Also, Columbia-Willamette Clean Cities the State of Oregon and Department of Energy will be on hand to educate on EVs and the Green Highways initiative, with a tech simulator for guests to drive. New this year, see the Solo, a three-wheeled vehicle from Electra Meccanica.

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, Hyundai, Audi, Kia, Chevrolet, Smart, Fiat, FCA, 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. There will be question and answer seminars each day at 11:00 am, 3:00 pm, and 6:00pm on Saturday, Jan. 26.

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Driving Simulators, VR and, **New this year**, Hank the Robot

The Ford exhibit will feature a very special guest this year, Hank the Robot. Named for the founder of Ford Motor Company Henry Ford, Hank interacts with show attendees to educate and entertain about Ford Motor Company products. This is Hank's first appearance in the Pacific Northwest, and it's sure to be a must see feature. In addition to Hank, the Ford booth will sport a two-screen driving simulator.

Hyundai will also feature a top-level simulator experience powered by X-box. Attendees can test their skills in a 2019 Veloster. They can also enter to win a Hyundai Santa Fe.

Test Drives

Don't just look at the cars...get behind the wheel and take on or two, or more, for a spin. The 2019 PIAS once again presents an opportunity to test a wide variety of vehicles from nearly every major OEM, including Chrysler, Dodge, Fiat, Ford, Hyundai, Jeep, 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 2019 Leaf. Test Drives will be staged around the Oregon Convention Center during the show's run. Thurs., Jan. 24 – Sun., Jan. 27.

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 Alfa Romeo, Audi, BMW, Jaguar, Land Rover, Lexus, Mercedes, Porsche and Volvo.

And, in a class by themselves, the Exotics are always a crowd favorite. Exotics like Bentley, Lamborghini, and Rolls Royce will grace the ballrooms like automotive royalty. We'll also see the return of a McLaren supercar, along with other performance exotics Ferrari and Maserati.

American Family Insurance Family Day

Sunday, January 27th is fun day at the PIAS. Thanks to American Family Insurance, this is the perfect day to bring the whole family to the show, when all kids 12 and under are admitted free with the purchase of an adult admission. While at the show, visit the American Family Insurance exhibit just outside the main floor by the Honda exhibit and test your driving skills. You can also discover how you could save up to 20% on your car insurance with KnowYourDrive! You can also step back in time by playing a retro driving arcade game. Complete your memorable visit by making your own personalized tee shirt!

New - NW Honda Dealers Association “Kind is Better” Kids Zone

It’s all about fun at the Honda exhibit this year. Attendees young and old can learn about the Kind is Better programs and available resources, then test skills with the Honda Express Service tire and wheel quick change event. There’s a virtual reality skyscraper elevator experience that will test your will, along with fake tattoo artist and other entertainment. A second Kind is Better Kids Zone will be located in the Holladay Lobby throughout the run of the show with kids snacks, a slide and balloon artists.

The Great Outdoors

The Great Outdoors exhibit moves back to the main show floor with its display that reflects the Oregon lifestyle. Accessorized vehicles with gear from ReRack, Yakima and more will be featured. Curtis Trailers and Aerodrop Teardrop Trailers will also be featured in the exhibit, as will US Outdoors, a purveyor of outdoor gear for all seasons. Don’t forget to enter to win a Yakima cargo box stocked with outdoor gear for your next adventure.

Motorcycle Pavilion

The best of two and three-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, Royal Enfield, and will feature the debut of the CFMoto off-road vehicle.

Guess This Mess

An auto show tradition, the Schnitzer Steel-sponsored contest returns providing contestants a chance to win a 55’ 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.

Ally Bank

Returning sponsor Ally invites you to visit its exhibit and enter for a chance to win a \$200 gas card. Then take a few minutes to rest your feet in the Ally customer appreciation lounge while charging up your electronics. Before you leave, relax and play oversized versions of Jenga and Connect Four, or challenge your friends to a game of Corn Hole. The Ally exhibit is located at the MLK entrance to the main floor across from the Dragon Café.

PDX Rides

The Portland area has no shortage of car guys or girls, and PDX Rides lets them show their stuff. PDX Rides is an amazing showcase of vehicles in categories like Off Road, Tuner, Hot Rod, Muscle, Euro, Retro, Modified and fully custom one-of-a-kinds. Once you've see all the eye candy be sure to share your favorite on the Auto Show Facebook page. The PDX Rides feature is located across from the Electric Avenue on the main floor level and 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 2019 Honda Passport Sport AWD.

New Sponsors

Perlo Construction

Perlo Construction is the presenting sponsor of The Garage, which also features the Perlo Garage Lounge. A valued member of the Metro Portland New Car Dealers Association, Perlo has a long history of service to the dealer community in the building and remodeling of dealership properties.

Chinook Winds Casino Resort, located on the beach in Lincoln City, is owned and operated by the Confederated Tribes of Siletz Indians. Enjoy 24-hour Las Vegas-style gaming, 18 hole golf course, headline entertainment from some of music's most legendary stars, three full service restaurants, secure childcare facility and arcade, and a 227-room ocean front hotel.

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:

Wed. Jan. 23 – 6:30 pm – 9:30 pm – Sneak Peek for Charity

Thurs. Jan. 24 – 5 am – 10 am – Press Preview

Thurs., Jan. 24 – Sun., Jan. 27, 2019 – Public Show

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Public Show Hours:

Thurs., Jan. 24	10 am – 10 pm
Fri., Jan. 25	10 am – 10 pm
Sat., Jan. 26	10 am – 10 pm
Sun., Jan. 27	10 am – 7 pm

Ticket prices:

Adults (13 and older)	\$14
Seniors	\$12
Military (with ID)	\$10
Children (7 – 12)	\$7 (On Family Day, Sun., Jan. 27, children 12 and under are free when accompanied by a paid adult)
Children 6 and under	Free
Adult Four Pack	\$50 (four adults only, good any day)

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