



The Technology of Now is at 2019 Portland International Auto Show

Get educated on autonomous, electric and connected vehicles at 2019 auto show

For Immediate Release

Portland, Ore., Jan. 21, 2019 – Oregon is at the forefront when it comes to advancements in automotive technology, and it will all be on display during the Portland International Auto Show (PIAS), Thurs., Jan. 24 – Sun., Jan. 27, at the Oregon Convention Center.

The new age of automotive technology can be intimidating, so the goal of the PIAS' technology exhibits is to dispel some of the mystery of these technologies, allowing consumers to make better educated, confident buying decisions. From connected vehicle technology to electric and other alternative propulsion systems, the PIAS created several specialized areas that showcase the latest automakers are integrating into vehicles to make them smarter and safer.

Tech Center

Now in its fourth year, the Tech Center will educate show attendees about the latest level of automation available on most new-model vehicles, such as crash avoidance, adaptive cruise control, and lane departure warning systems. These technologies are the first introduction in the integration of autonomous technologies, and will allow consumers to become accustomed to having the car handle some of the more behind-the-scenes tasks. Ford, Audi, BMW, Volkswagen, Subaru and Chevrolet will all be on hand to show off their tech. Connectivity will also be on display, and guests can learn about working with smart devices and various road usage apps, with downloads and live demos. The Columbia-Willamette Clean Cities Coalition and the State of Oregon and Department of Energy will be on hand to educate on EVs and other alternative propulsions, along with the Green Highways Initiative. Finally, the Solo three-wheeled vehicle from Electra Meccanica will be available for viewing.

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Electric Avenue

Brought to you once again by Forth Mobility, Electric Avenue is an opportunity for guests to learn the facts about the latest in EV technology in an interactive setting. Forth Mobility and local utility companies will have a dedicated team on site to educate attendees, while Chargeway will be on site with life-sized interactive beacons showcasing the ability of its app to simplify charging questions and assist in planning a trip in an EV. New this year in Electric Avenue, Lyft will provide information on its EV ride share program. Finally, take a moment to charge your mobile device and view informative videos about vehicles that are available today.

The OEVA EV Showcase

For the third year, the Oregon Electric Vehicle Association sponsors the EV Showcase, providing an entertaining way to learn about the wide variety of EVs available today. Many of the leading manufacturers, including Nissan and its 2019 Leaf, Hyundai, BMW, Mercedes, Audi, Kia, Chevrolet, Smart, Fiat, FCA, Ford and others, will exhibit. OEVA will staff the exhibit, located within the Tech Center, with EV owners and experts 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.

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

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

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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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