



SILICON VALLEY INTERNATIONAL  
**AUTO SHOW**  
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FOR IMMEDIATE RELEASE

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**AUTO SHOW OFFERS TWO-FOR-ONE ADMISSION**  
**TO COLLEGE STUDENTS ON THURSDAY, JANUARY 10**

**SAN JOSE, Calif.** – (December 12, 2007) Inviting thousands of college students in the surrounding region, the Silicon Valley International Auto Show will host College Two-Fer Day, on Thursday, January 10, 2008. In addition to being able to check out new models from more than 35 manufacturers, students will also be able to explore futuristic concept cars, exotic cars, customized cars, participate in the Toyota Trucks Off Road On Site Adventure and more. The show will be open from 10 a.m. to 10 p.m. on Thursday, and college students with valid college IDs who buy one \$7 student admission at the San Jose McEnery Convention Center box office, will get a second student admission free with a second valid college ID.

The auto show offers something for everyone. Most of the vehicles are unlocked and attendees are encouraged to sit in the vehicles, push buttons, inspect engines and compare legroom on hundreds of new models.

Students and recent graduates won't want to miss some of the hottest grad-friendly vehicles including the redesigned Ford Focus, Dodge Caliber, Honda Civic, Subaru Impreza, Nissan Versa, Suzuki SX4, Mitsubishi Lancer and more. Those in search of a "greener" vehicle will want to check out the latest hybrids and flex-fuel models on display from several manufacturers. Plus, several futuristic concepts cars including Bumblebee™, the Chevrolet Camaro Concept, featured in the summer blockbuster *TRANSFORMERS™*, and exotics, courtesy of the *duPont REGISTRY™*, will be on display throughout the show.

College students and recent graduates in the market for a new vehicle will be pleased to know that nearly all manufacturers offer incentive programs. Although they vary, manufacturer incentives typically include lower down payments, lower interest rates, rebates and/or cash bonuses. These college incentive programs generally require

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students to be within four months of graduation, or have graduated and been out of school for up to 24 months. Interested students are encouraged to speak with auto show manufacturer representatives or visit the dealership of their choice for more information on program details.

The Silicon Valley International Auto Show is owned and presented by the Silicon Valley Auto Dealers Association, sponsored by the *San Jose Mercury News* and produced by Motor Trend Auto Shows, Inc. The auto show will be open to the public Thursday, January 10 through Sunday, January 13, at the San Jose McEnery Convention Center, located at 150 West San Carlos Street. Convention Center parking is available for a fee, or there are more than 21,000 free parking spaces in downtown San Jose. Parking information is subject to change. For the most up-to-date information on downtown parking, visit [www.sjdowntownparking.com](http://www.sjdowntownparking.com).

Show hours are Thursday through Saturday from 10 a.m. to 10 p.m. and Sunday from 10 a.m. to 7 p.m. Admission is \$9 for adults, \$7 for students and military with ID, \$6 for seniors (62 & older) and \$5 for children (7-12). Children six and younger are admitted free with a paying adult. Additional information and directions are available on the official auto show web site, [www.SVAutoShow.com](http://www.SVAutoShow.com).

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