



SILICON VALLEY INTERNATIONAL
AUTO SHOW
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FOR IMMEDIATE RELEASE

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**2008 SILICON VALLEY INTERNATIONAL AUTO SHOW DRIVES
EXCITEMENT INTO SAN JOSE McENERY CONVENTION CENTER**

Concepts, Ultra High-End Exotics, 8Minute Dating, Celebrity-Owned Cars, Ride & Drive and More

SAN JOSE, Calif. – (December 12, 2007) The 2008 Silicon Valley International Auto Show will display more than 400 of the latest cars, trucks, crossovers and sport/utility vehicles at the San Jose McEnergy Convention Center Thursday, January 10 through Sunday, January 13. This exciting event will feature something for everyone including celebrity-owned vehicles, CNN's "Warrior One" Hummer, eight minute dating in cars, a ride and drive, ultra high-end exotics from the prestigious *duPont Registry™* and more. Plus, the Silicon Valley International Auto Show continues to be one of the hottest spots in California to see the latest concept cars hitting the auto show circuit.

This automotive extravaganza will invite attendees to check out all the latest vehicles in a non-selling environment. Showgoers are invited to inspect engines, learn about new automotive technologies and even test drive select models including the latest off-road trucks and sport/utility vehicles from Toyota on a special off-road track.

On display will be several exciting, all-new or redesigned 2008-model vehicles including the Nissan Rogue, Honda Accord, Subaru Impreza, Ford Shelby GT500 and a collection of hybrids including the Chevrolet Tahoe, Chevrolet Malibu, Ford Escape, GMC Yukon, Nissan Altima, Lexus GS, Saturn Vue Green Line and more. This show will also offer an up-close look at pre-production models yet to hit the dealer showrooms including the Jaguar XF, Ford Flex, Saturn Astra, Chevrolet Aveo5 and more.

A host of concept cars will also be showcased to provide consumers a glimpse into the innovative future of automotive design. Concept cars scheduled to appear include the Suzuki Hip Hop and Bumblebee™ – the Chevrolet Camaro concept, from the summer blockbuster movie *TRANSFORMERS™*. (Vehicles subject to change.)

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For the first time ever, the **Toyota Trucks Off Road On Site Adventure** will haul its lineup of 4x4 trucks, sport/utility vehicles, logs, sand and hundreds of tons of dirt to the San Jose McEnery Convention Center for the Silicon Valley International Auto Show. Attendees will be invited to test drive a collection of new Toyota trucks and sport/utility vehicles including the rugged Tundra, Tacoma and FJ Cruiser on a thrilling course that will send drivers maneuvering hill climbs, over wood bridges, around offset berms and across the exciting frame twister! The Toyota Trucks Off Road On Site Adventure will operate Thursday, January 10 through Saturday January 12, from 11 a.m. to 9 p.m. and Sunday, January 13, from 10 a.m. to 7 p.m.

Using interactive displays and exhibits, the **Volkswagen “Dieselution” Tour** will highlight current environmental issues and showcase advances in diesel engine technology, design and performance. The tour is centered around a 53-foot-long, double-expandable semi-trailer with exhibits and interactive displays. Volkswagen will also showcase their lineup of diesel-powered vehicles including the 2009 Jetta TDI, Volkswagen's new, 50-state clean diesel offering. In addition, the oldest Volkswagen diesel in America, a 1977 Rabbit, will also be on display.

Luxury takes over as the world famous **duPont REGISTRY™** showcases a collection of ultra high-end exotic and luxury vehicles. Also on display will be a collection of historical Ferraris, *courtesy of Pacific Region of the Ferrari Club of America*. These jaw-dropping stunners are sure to wow the crowds!

Showgoers will marvel at the million-dollar **CNN “Warrior One” Hummer**, a Hummer H1 customized by Chip Foose and his crew from The Learning Channel (TLC) program *Overhaulin'* after it was used by CNN correspondents reporting from the front lines in Iraq. The design team revamped the H1 inside and out and decked it out with stereo system upgrades including 7,500 watts of Kicker® audio power, two massive subwoofers, six LCD video monitors and a DVD player, as well as airbrushed images of journalists and troops in Iraq. RE/MAX International purchased the outrageously designed vehicle at auction for one million dollars, with all proceeds benefiting The Fisher House Foundation, a group that provides awareness for wounded and injured service members and their families.

Car selection can reveal a lot about a person including personality traits, spending habits and even relationship tendencies. The Silicon Valley International Auto Show's **8Minute Dating** will put this quirky concept to the test when a collection of cars play host to eight minute dates for single attendees looking for love. Dates will take place in the front seats of coupes, sport/utility vehicles and trucks where couples can discuss everything from weekend plans and career aspirations to horsepower and bucket seats. Anyone looking for love (or even to make a new friend!) is invited

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to participate. Registration in advance is available online at www.8minutedating.com or anyone can sign up at the auto show.

Aftermarket Alley will dazzle showgoers, as it is home to the latest sport compacts, high-performance rides and luxury vehicles highlighting car customization, mobile electronics and accessories. Several tricked-out vehicles will be on display including the hottest in customization from Z Car Garage. Additionally, attendees will get an up-close look at eye-popping customized cars from music and sports celebrities, as well as the DUB® Big Rig, in the ***DUB® Magazine Celebrity Car Showcase***.

Free for all attendees, the **IGX Video Game Arena** allows the showgoers the opportunity to play the latest racing and sport entertainment video games on more than 17 gaming stations featuring the Microsoft Xbox 360™, Sony PLAYSTATION®3 and Nintendo Wii™ platforms. The games rated “E” (Everyone) to “T” (Teen) provide a variety of interactive challenges for auto show visitors of all ages. While in the display, attendees are encouraged to register for the chance to win a Nintendo Wii™ or Guitar Hero III package.

The **United States Touring Car Championship**, America’s most exciting touring car racing circuit, will showcase a collection of exciting vehicles including production-based sedans, coupes and hatchbacks with chassis and suspensions that have been modified for maximum performance. Also, don’t forget to stop by the Infineon Raceway display for a chance to win a weekend pass for an upcoming NASCAR Nextel Cup Race or an NHRA National race.

Following are the details on additional promotions:

- **Free subscription to *Motor Trend* magazine** – Attendees will receive a FREE one-year subscription to *Motor Trend Magazine* with each online ticket order or box office purchase, courtesy of the Silicon Valley Auto Dealers Association. Simply complete the online form while purchasing an E-ticket or the subscription card at the box office and receive 12 issues of one of America’s most popular automotive magazines.
- **College Two-Fer Day, Thursday, January 10** – College students who purchase one student admission ticket with a valid college ID will receive a second student admission free with a second valid college ID.
- **Family Day, Sunday, January 13** – Children 12 and younger are admitted free when accompanied by a paying adult.

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For those who want to breeze right past the ticket line, E-tickets may be purchased and downloaded from the official auto show web site: www.SVAutoShow.com. E-ticket holders can use the E-ticket entrance at the show. Also available online are discount coupons worth \$2 off one weekday adult admission, valid Thursday, January 10 and Friday, January 11 only. Online coupons cannot be used in conjunction with E-ticket purchases.

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.

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. To avoid waiting in line at the box office, attendees are encouraged to buy their tickets online. Simply log onto www.SVAutoShow.com, purchase a ticket, bring it to the show and proceed directly to the entrance. Additional information, directions and discount admission coupons are available on the official auto show web site, www.SVAutoShow.com.

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