

## NEWS RELEASE

### For more information, contact

Leslie Fulford  
Team Fleisher Communications  
[leslie@teamfleisher.com](mailto:leslie@teamfleisher.com)  
(614) 354-0720



### 2018 Auto Show Rolls into Toledo

*Event to feature newest models and latest in automotive technology*

TOLEDO, OH (January 8, 2018)-- The Toledo Automobile Dealers Association brings new vehicles and the latest interactive technologies to consumers and car enthusiasts at the 2018 [Greater Toledo Auto Show](http://Toledoautoshow.org) (Toledoautoshow.org). The annual event, sponsored by The Toledo Blade, will feature the newest models from more than 20 manufacturers, two exciting ride-and-drive experiences, and a chance to win a two-year lease on a 2018 Toyota Corolla LE, presented by the Northwest Ohio Toyota dealers. The show will run from Thursday, February 8 through Sunday, February 11 at the SeaGate Convention Centre.

The U.S. auto industry is currently strong, having closed another notable year. 2017 finished with new vehicle sales totaling approximately 17.1 million. The National Automobile Dealers Association (NADA) expects 2018 to be a robust year. NADA recently released its 2018 U.S. sales forecast, predicting the sale of 16.7 million new cars and light trucks. In addition, analysts expect a number of trends to shape the future of the automotive industry. They include millennials as the dominant share of buyers, greater affordability, autonomous vehicles and digital retailing.

“The Greater Toledo Auto Show is an annual event the community anticipates every year,” said Kelly Danison, Toledo Auto Show Director of Events. “The auto industry remains a vital part of the Toledo economy and we look forward to sharing all the exciting new features, as well as a number of first-time ones that entire families will enjoy.”

Attractions at this year’s show include:

- Two Ride & Drives: At the Toyota Drive Center, guests can get behind the wheel of the all-new Camry, the first-ever C-HR, the Rav4 or the Highlander. The FIAT-Chrysler Ride & Drive will offer a spin in one of the newest vehicles from Chrysler, Dodge, Jeep, RAM and FIAT.
- An electric car exhibit, new to this year’s show, will be provided by Clean Fuels Ohio.

- A 15-foot inflatable slide and giant monster truck bounce house at the TADA Kids Zone will delight children of all ages.
- Returning kids' favorites include Matt the Balloon Guy and Face Doodles by Jen.

Back by popular demand, this year's show will feature a car giveaway, with the grand prize a two-year lease on a 2018 Toyota Corolla LE. The Northwest Ohio Toyota Dealers are sponsoring this year's contest. Entries will be accepted from January 2 until February 6 at any of the Northwest Ohio Toyota Dealers' locations: [LaRiche Toyota](#), [Thayer Toyota](#), [Jim White Toyota](#) or [Yark Toyota](#). Entries will also be accepted at the Greater Toledo Auto Show from February 8 – 11. Eight finalists – one from each of the four dealerships and one from each day of the show, will be drawn. All eight finalists will be invited to the Auto Show on Sunday, February 11 for the grand prize drawing at 3:00 p.m. at the Toyota display. The potential winner must be present to claim the prize. Show guests can also participate in the Auto Show photo scavenger hunt. A copy of the images will be available at the show or on the show web site. Participants who correctly identify the makes and models of the vehicles featured in the photos will be entered into a raffle for the chance to win a brand new TV.

Area dealers will continue their long-standing tradition of giving back to the community through their annual 2018 Auto Dealers United for Kids Charity Gala. The gala is scheduled for Wednesday, February 7 from 6:30 - 11 p.m. Over the years, "The Cars are the Stars Preview Gala" has grown to become one of the largest benefits in the Greater Toledo area, surpassing 1.85 million dollars in donations to local children's charities. Some of the local charities that will benefit from this year's gala include Heartbeat of Toledo, Boys and Girls of Toledo, Mobile Meals of Toledo Weekender Program and Cherry Street Missions. Tickets are \$250 and can be purchased online at [www.toledoautoshow.org/preview-gala](http://www.toledoautoshow.org/preview-gala).

Show tickets are available online now for \$6.00 at [www.toledoautoshow.org/show-info](http://www.toledoautoshow.org/show-info) or \$8.00 at the box office. Children nine and under will be admitted free with a paid adult. Tickets for students with appropriate IDs and seniors (65+ years of age) are \$6.00 at the box office. For more information about tickets, show hours, schedule of events, directions and special activities, visit the show web site.

Media are invited to a sneak peak of the show's displays on Wednesday, February 7 by appointment or during show days by contacting Leslie Fulford at [leslie@teamfleisher.com](mailto:leslie@teamfleisher.com) or (614) 354-0720.

**Social Networking** - Please visit the following for updates on the show:

Facebook: [Facebook.com/GreaterToledoAutoShow](https://www.facebook.com/GreaterToledoAutoShow)

Twitter: [@Toledoautoshow](https://twitter.com/Toledoautoshow)

Instagram: [@Toledoautoshow](https://www.instagram.com/Toledoautoshow)

Suggested Tweet: Cars will soon be rolling in for the @ToledoAutoShow, 2/9 – 2/11. Buy tickets online today and save. <http://tinyurl.com/gswb4qg>

### **About the Greater Toledo Auto Show**

The Greater Toledo Auto Show is produced by the Toledo Automobile Dealers Association (TADA) and held annually. Each year, top automobile manufacturers exhibit their newest makes and models to thousands of attendees. For more information on the event and contest details visit <http://www.toledoautoshow.org/>