

NEWS RELEASE

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2019 Auto Show Rolls into Toledo

Event to feature newest models and latest in automotive technology

TOLEDO, OH (January 7, 2019) -- The Toledo Automobile Dealers Association brings new vehicles and the latest interactive technologies to consumers and car enthusiasts at the 2019 [Greater Toledo Auto Show](http://Toledoautoshow.org) (Toledoautoshow.org). The annual event, presented by The Toledo Blade, will feature the newest models from more than 20 manufacturers and a chance to win a two-year lease on a 2019 Toyota Corolla Hatchback, presented by the Northwest Ohio Toyota dealers. The show will run from Thursday, February 7 through Sunday, February 10 at the SeaGate Convention Centre.

The U.S. auto industry finished 2018 strong, ahead of most predictions. Thanks in large part to a strong December, U.S. light-vehicle sales were expected to close the year up slightly from 2017. In fact, December was on pace to be the second-strongest month of 2018, with sales topping out at about 1.6 million vehicles, pushing the total volume to an estimated 17.3 million for the year. A record number of truck and SUV launches are highly anticipated moving into 2019 as well as more than 45 new or redesigned vehicles, including a significant number of crossovers. According to the National Automobile Dealers Association (NADA), new car dealers are generally optimistic about 2019 and excited about changes in technology that advance safety features and improve both fuel economy and vehicle electrification.

“The Greater Toledo Auto Show is an annual event the community anticipates and supports every year,” said Kelly Danison, Toledo Auto Show Director. “The auto industry is a vital part of the Toledo economy and we look forward to sharing all the exciting new features, as well as popular activities that are fun for the whole family.”

Attractions at this year’s show include:

- Ride & Drive: There’s no better way to check out a vehicle than taking it on the road. The FCA (Fiat-Chrysler) Ride and Drive will once again offer a spin in one of the newest vehicles from Chrysler, Dodge, Jeep, RAM and FIAT.

- Photo Scavenger Hunt
- Kids activities back by popular demand include Matt the Balloon Guy and Face Doodles by Jen and appearances from Muddy & Muddonna of the Toledo Mud Hens over the weekend.

This year's show will once again feature a car giveaway, with the grand prize a two-year lease on a 2019 Toyota Corolla Hatchback. The Northwest Ohio Toyota Dealers are sponsoring this year's contest, entries will be accepted from January 7 until February 5 at the four participating 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 7 – 10. 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 10 for the grand prize drawing at 3:00 p.m. in 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. 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 2019 Auto Dealers United for Kids "Cars are the Stars" Preview Gala. The gala is scheduled for Wednesday, February 6 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 1.99 million dollars in donations to local children's charities. Some of the local charities that will benefit from this year's gala include the Catholic Club, Children's Rights Collaborative (CRC) of Ohio, Connecting Kids to Meals, Safe Kids Greater Toledo and YMCA Storer Camps. Tickets are \$250 and can be purchased online at www.toledoautoshow.org/preview-gala. Show tickets are available online now for \$6.00 at 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 website.

Media are invited to a sneak peak of the show's displays on Wednesday, February 6 by appointment or during show days by contacting Liz Lane at liz@teamfleisher.com or (614) 558-6666.

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

Website: www.toledoautoshow.org

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, 2/7 – 2/10. Buy tickets online today and save. <http://tinyurl.com/gswb4gq>

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/>