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2016 UTAH INTERNATIONAL AUTO EXPO TAKES OVER SOUTH TOWNE EXPO CENTER JANUARY 15-18

New Models, Luxury, Family Rides, Vintage Vehicles, Test Drives, Expeditions, Fuel Efficiency and More

SANDY, Utah – (December 29, 2015) The Utah International Auto Expo rolls into the South Towne Expo Center with hundreds of new model vehicles Friday, January 15 through Monday, January 18 (Martin Luther King, Jr. Day). The center will be packed with all the auto industry has to offer including alternative fuel vehicles, ultra-high-end exotics, family rides, vintage vehicles, test drives and more. From car buffs to casual enthusiasts, the Utah International Auto Expo offers something for everyone!

"Whether they want to save the planet, save money, or both, consumers now have more choices than ever when it comes to fuel-efficient and alternative fuel vehicles," Motor Trend Associate Editor Scott Evans. "15 years ago, there were only two hybrid cars on-sale in America. Today, there are nearly two-dozen, as well as more electric cars, alternative fuel cars and 40-mpg traditional cars on the road than at any other time in history."

This annual event offers consumers the chance to compare hundreds of new vehicles side by side, all under one roof. Attendees can sit in the driver's seats, inspect engines, kick tires, count cup holders, check trunk space, test drive vehicles and take in that new car smell. From Ford to Honda, hundreds of new models will turn heads on the show floor including the **all-new 2017 Ford Raptor, Infiniti QX50, Volkswagen ALLTrack, Scion iA, Ford Focus RS, Honda Civic** and **Lincoln Continental**, as well as the latest alternative fuel options including the **all-new Chevrolet Volt** and more.

"We're living in the golden age of cars," added Evans. "We simultaneously have cars capable of more than 50 mpg, like the Prius, and cars with more than 700-hp, like the Dodge Charger Hellcat. There's something for everyone."

After checking out the new models in the displays, licensed drivers are invited to get behind the wheel and test drive several new vehicles on the streets around the South Towne Expo Center. From hybrids to sedans, drivers can take a spin in a variety of the latest models from **Honda, Chrysler, Jeep, Dodge, Ram, Fiat, Ford** and **Toyota**.

Vintage car fans will take a trip down memory lane at the **Ardell Brown Classic Cars Collection** featuring a showcase of

classic gems including a Sport Fury, 1925 Dodge Brothers, 1936 Chrysler Airflow, and 1969 Dodge Challenger, *courtesy of Ardell Brown Classic Cars*. Additionally, a special **Mustang Display** will pay tribute to the Fox Body, the longest generation in the Mustang family (1979-1993), as well as Boss Mustangs, *courtesy of the Northern Utah Mustang Owners Association*.

The Utah International Auto Expo will also feature specialty vehicles on the show floor. From a HumV to a Camaro, the **Utah National Guard** will offer attendees a rare up-close look at several of their vehicles, *courtesy of the Utah National Guard*. It's all-things off-roading at the **Bonneville Off Road Racing Display** packed with buggies, full-size trucks, mini-trucks, motorcycles and UTVs, *courtesy of Bonneville Off Road Racing*. Also, don't miss salt flat cars and street cars, *courtesy of the Bonneville Salt Flats Racing Association*.

Adventurers will have a rare chance to experience **the show with a birds-eye view! Located** at the south end of the of the exhibit hall, try the **Zipline Present by Mavrick!**

Follow the smart phone camera flashes to **duPont REGISTRY™ LIVE** and check out a stunning collection of unique, rarely seen gems. From celebrity cars to vintage classics, this special showcase will feature the ultimate in luxury!

Expogooers are invited to post a photo with their favorite car at the auto show for the chance to win a **\$100 VISA Gift Card** in the **What's Your Dream Ride? Social Sweepstakes!** Photos posted to Twitter and/or Instagram with the hashtag #UtahAutoExpo will be entered for a chance to win! *(No purchase necessary. The more posts, the better the chance of winning! One winner will be chosen each day and notified on or around January 19).*

All show days, children and parents are invited to enjoy a special **Imagination Place** display featuring hands-on activities for the family to enjoy! Imagination Place is the home of Music Together® and Antigravity Fitness® in Salt Lake City, a music and movement education center that is passionately committed to providing both children and adults with affordable, fun, creative and playful experiences through our programs. Their mission is to educate, strengthen and help create healthy relationships between families and communities through the use of visual and performing arts. The Imagination Place will on-site and kids can try the anti-gravity swings and create egg shakers that correlate to music at the booth. It will be great fun!

The **Utah Highway Patrol** will be on-site at the expo with two Utah Highway Patrol vehicles on display, along with Drunk Goggles available for showgoers to wear that simulate visual impairment induced by drinking alcohol.

Family Days are Sunday, January 17 and Monday, January 18 and all children 12 and under are admitted free when accompanied by an adult. Parents and children are invited to enjoy a day of four-wheeled family fun at the auto expo!

The Utah International Auto Expo will be open to the public Friday, January 15 through Monday, January 18, at the South Towne Expo Center, located at 9575 South State Street, in Sandy. Expo hours are Friday, from 11 a.m. to 10 p.m.; Saturday, from 10

a.m. to 10 p.m.; Sunday, from 10 a.m. to 8 p.m.; and Monday, from 10 a.m. to 8 p.m. Admission is \$10 for adults and \$6 for senior citizens (62 and older), military (w/any DOD ID) and children 7-12. Attendees can sign up for a FREE one-year subscription to *Motor Trend* magazine, *courtesy of the New Car Dealers of Utah*. Advance sale discount E-tickets can be purchased online at www.AutoExpoUtah.com.



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