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NEW AUTOMOTIVE TECHNOLOGY HIGHLIGHTED AT 2015 UTAH INTERNATIONAL AUTO EXPO

SANDY, Utah – (December 30, 2014) The automotive industry continues to introduce new safety and entertainment technologies for the latest vehicles hitting dealership showrooms. From Collision Prevention Assist to in-vehicle WiFi, attendees visiting the 2015 Utah International Auto Expo will get a first-hand look at these innovations, from Friday, January 16 through Monday, January 19 (Martin Luther King, Jr. Day), at the South Towne Expo Center.

"The speed at which advanced technology is making its way into cars and trucks these days is unprecedented, and it's happening in every class and at every price level," said Motor Trend Associate Editor Scott Evans. "Driverless technology is closer than ever with several vehicles on the market today with driver aids which, when used simultaneously, practically drive the car for you, and they're not just available in luxury cars." (*Available in Honda CR-V, Hyundai Genesis, Acura TLX, Mercedes-Benz E-Class and S-Class*)

Built-in WiFi is now an in-vehicle option but not just for the higher-end vehicles. From the Cadillac Escalade to the Chevrolet Spark, GM will offer OnStar 4G LTE WiFi connectivity in every GM car by the end of 2015. The connection will be strong, and able to serve up to seven devices at one time. Audi currently offers 4G in the all-new A3, and is in the process of making it available in all Audi vehicles. This option is also available in select BMW, Chrysler and Ford vehicles.

Apple CarPlay and Google Android Auto allow complete mobile phone integration, allowing the driver to make telephone calls, access maps, text, email, play music, and more. Apple CarPlay is currently available in select vehicles from Audi, BMW, Chevrolet, Ferrari, Fiat, Ford, Honda, Hyundai, Jeep, Mercedes-Benz, Toyota, Volvo and more.

"This year is all about bringing your favorite consumer technology into the car," added Evans. "From Wi-Fi hot spots to complete mobile phone integration in the onboard entertainment system, consumers can stay connected on the move better than ever."

The latest twist on remote vehicle access uses neither a keyfob control nor a pushbutton. Rather, owners burdened with baggage can engage the available power-operated liftgate or trunk via a simple kicking motion with one's foot under the rear bumper (provided the vehicle's keyfob is in a pocket or purse). The same process closes the hatch or trunk. The hands-free lift-gate is available in select vehicles from Ford and Mercedes-Benz. Taking this one step further is Ford; the all-new 2015 F-150 offers the first-ever remote tailgate.

Several manufacturers are incorporating new materials into vehicles proving to lighten the vehicles total weight to allow for better fuel efficiency. For example, the Chevrolet Corvette Stingray has incorporated several carbon fiber pieces, allowing improved aerodynamic abilities and lighter weight. Similarly, the new all-aluminum Ford F-150 has reduced the body weight by more than 700 pounds allowing the full size pick up truck to achieve 19-mpg city and 26-mpg highway. The new F-150 EPA fuel economy ratings are 5 to 29 percent better than current models, depending on the engine size.

Many of these new technology options can be found in vehicles displayed on the auto expo floor. For more information on a specific vehicle or technology, please speak with a manufacturer representative at the expo or visit a local new car dealer.

The Utah International Auto Expo will be open to the public Friday, January 16 through Monday, January 19, at the South Towne Expo Center, located at 9575 South State Street, in Sandy. Free parking available all expo days. 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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