

For Immediate Release



Utah Auto Expo Offers Four Days of Automotive Fun at Mountain America Expo Center

New Model Vehicles, Pre-production Models, Test Drives, Subaru Pet Adoptions, Kids Activities, and More

SANDY, Utah (December 22, 2023) -- The [Utah Auto Expo](#) will pack the Mountain America Expo Center with hundreds of new cars, trucks, crossovers, SUVs, electric vehicles (EVs), hybrids, pre-production models, and more. The show will also feature test drives, custom vehicles, car club displays, children’s activities, and more, from Friday, January 12 through Monday, January 15.

Celebrating Utah’s car culture, this is the place to check out the latest 2024-model vehicles in a non-selling environment, talk to product specialists, inspect engines, and even go for a spin in a variety of vehicles. Guests will have the opportunity to learn about hybrids, plug-in hybrids, EVs, and traditional gas engines, helping them choose what best suits their needs. The auto show will feature several all-new vehicles including the **2025 Subaru Forester, 2025 Toyota Camry prototype, Volkswagen ID Buzz EV, Ford Ranger**, and more.

“Just as 2024-model year cars and trucks are showing up at your local dealer, there’s plenty of good news for new car shoppers,” said [Autotrader Executive Editor Brian Moody](#). “Prices are trending down on many models, there is an abundance of new and used car inventory, and new car incentives are up more than 100 percent compared to this time last year. While some buyers are interested in electric cars, most prefer hybrid or gasoline only powered vehicles. Today, there are more than 33 hybrid vehicles now available - and many of those will be on display at the Utah Auto Expo, making it a great place to learn about all the options available today.”

Take the show floor experience to the next level and test-drive a lineup of all-new vehicles at the expo. Licensed drivers are invited to get a feel for the performance and handling new models from, Chrysler, Dodge, Ford, Jeep, and Ram.

Children are invited to the **iHeartRadio Kid Zone**, an interactive children’s play area including a Lego play area, kids Lego car racing track and a scavenger hunt. Additionally, driving simulators, photo opportunities and Nissan’s Pathfinder Scavenger Hunt will entertain children of all ages.

Additional special features at the auto show include:

- **Subaru Pet Adoptions** –Pets looking for forever homes will be available for adoption in Subaru.
- **Multi-million-dollar Exotics Display** – An up-close look at ultra-luxury vehicles from Bentley, Lamborghini and McLaren, courtesy of *Salt Lake City Motorcars, Bentley Salt Lake City and Lamborghini Salt Lake City.*
- **Northern Utah Mustang Owners Association** – A gathering of customized Mustangs spanning the decades will wow attendees.
- **Utah 4-Wheel Drive Association** – A collection of tricked out four-wheeled vehicles.

The Utah International Auto Expo is owned and presented by the [New Car Dealers of Utah](#) and produced by Steve Freeman Events. The show will be open to the public Friday, January 12 through Monday, January 15 (Martin Luther King, Jr. Day), at the Mountain America Exposition Center, located at 9575 South State Street, Sandy, Utah 84070. Show hours are Friday from 11 a.m. to 9 p.m., Saturday from 10 a.m. to 9 p.m., Sunday and Monday from 10 a.m. to 8 p.m. Admission to the event is \$10 for adults through 1.11.24, then \$13. Tickets onsite will be \$15. Seniors (62 and older) and military and first responders (w any DOD or municipal ID) are \$7. Children 12 and under are admitted FREE when accompanied by an adult all show days. Parking on site is FREE. For more information, visit www.AutoExpoUtah.com or follow [@UtahAutoExpo](#) on Facebook and [@utahautoexpo](#) on Instagram.

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