

For Immediate Release

Prepared for: The 2017 STL Auto Show

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Third Draft



Welcome to the 2017 Saint Louis Auto Show, fueled by Phillips 66

Saint Louis, MO – The Saint Louis Auto Dealers Association is ready to kick off the New Year with the 2017 Saint Louis Auto Show, January 19-22. Over 500 new cars, trucks and SUVs from 25 manufacturers will be featured, including 2016 models, and 2017 models. The 2017 Saint Louis Auto Show is sponsored by Phillips 66, St. Louis Post Dispatch, and Mo Cars.com.

Thursday Jan 19, 2017 (Opening Day)

5pm-10pm

The opening day of the Auto Show will be a Media Day/Charity Event. Enjoy an Exclusive look at the unveiling newest car models, a special drift session, an early look at the show floor, and live music from St. Louis's own, Dirty Muggs. Money raised from this event will benefit The BackStoppers, St. Louis Children's Hospitals, and The American Red Cross-Service to the Armed Forces. We are very excited to implement this type of event in the Saint Louis Auto Show, and we hope to continue and grow the Media/Charity Event for years to come.

Ticket Price: \$25

Visit <http://saintlouisautoshow.com/pistonsandpearls/> to purchase your tickets!



Show Features

The 2016/17 Auto Show season promises to be one of eager anticipation and excitement. Last January Hyundai introduced to the world the new Genesis brand; an entirely new and separate division aiming to compete with the world's best luxury carmakers and provide consumers with an experience and product unrivaled by any other Luxury brand OEM.

St. Louis Auto Show attendees will have the opportunity to see everything these magnificent vehicles have to offer. But that's not all. Attendees can enter for a chance to win a luxury Italian travel set. The winner will be selected at random and notified upon show conclusion; what's more, ALL show entries will be automatically entered to win the Grand Prize Package. One lucky winner and a guest will be selected, at the end of the MY17 auto show season, to win a five-night stay and ocean-view prime suite at the Four Seasons Maui at Wailea, business-class airfare, roundtrip ground transfers between airport and hotel, \$5,000 spending funds and a five-piece luxury Italian luggage set. For complete Official Rules, visit <http://www.2017autoshowstake.com>.

Listed below are the Genesis vehicles we plan to have on display at the St. Louis Auto Show. However, please note that vehicles are subject to change.

Production Vehicles: 2017 G80 and G90 models



**2017 Genesis
G80**



**2017 Genesis
G90**



For web-ready photography on all of our vehicles, please visit our FTP site:
<http://studio.innoceanamericas.com>*

Kids Zone, located in The Dome

- St. Louis Children's Hospital- Safety Street
- Upper Limits- Rock Climbing Wall
- Auto Show Photo Booth
- STL Metro Police Department- I.D. Kits
- Monster Spider Jump

DRIFTING FEATURING VAUGHN GITTIN JR., Sponsored by Dave Sinclair Ford

Back by popular demand, the 2017 Saint Louis Auto Show welcomes drifting champion and professional Fun-Haver, Vaughn Gittin Jr., for drifting demonstrations, **Sponsored by Dave Sinclair Ford!** Vaughn and his Ford Mustang RTR are iconic in the world of professional drifting, and most recently, Vaughn and his team have launched the all-new 2017 Ford Mustang RTR. RTR's unique styling, and functional approach to performance, was dreamed up and brought to reality by Vaughn. This year, attendees get to see Vaughn drift the all-new Ford Mustang RTR, plus the Ford Mustang RTR Spec 5-D competition car with 950 horsepower and a screaming redline of over 8,000 rpm! Auto show attendees will also have the opportunity to get Vaughn's autograph inside the Edward Jones Dome after each drifting session. A few lucky fans might even get chosen for a ride-a-long!

Vaughn Gittin Jr. has been featured on MTV's *Rob Dyrdek's Fantasy Factory* and *Ridiculousness*. As a fierce competitor, Vaughn is known as the only American to win a D1 Grand Prix event, not once, but twice. In 2005 Vaughn stunned the world when he won the D1 Grand Prix USA vs. Japan. In 2007, he brought America home the gold once again. In 2010, Vaughn earned his first Formula Drift Championship.



Vaughn also competes in various forms of motorsport both on and offroad such as the King of the Hammers race. While competition is a massive focus for Vaughn and his goals, his favorite thing to do is have fun, and usually that means sharing the experience with his fans!

Every year Vaughn amazes St. Louis audiences with his fun personality, aggressive foot-to-the-floor driving style, and big smoke techniques. Even attendees new to drifting will be blown away by Vaughn's car control and expertise. You do not want to miss out on the amazing drifting skills of Vaughn Gittin Jr. at the Saint Louis Auto Show!

2017 Drifting Demonstration Times:

Thursday- 7:45pm

Friday- 1pm, 3pm, 5:30pm, 7:30pm

Sat- 11am, 1pm, 3pm, 5:30pm, 7:30pm

Sunday- 11am, 1:30pm, 4pm



Experience Extreme Kart Racing in the Dome

Get behind the wheel and experience the thrill of high speed, wheel-to-wheel kart racing at the St. Louis Auto Show Karting Experience, brought to you by Gateway Kartplex!

Challenge your friends or family members to see who really is the fastest driver as you race each other on the custom-designed, multi-turn road course on the floor of the dome.

You'll drive the latest GT-5 Gateway Pro Karts in a real racing environment staffed by the pros from Gateway Kartplex. After an initial safety briefing and drivers meeting, it's time to suit up with your helmet (supplied by Gateway) and head to the grid to climb aboard your own Pro Kart.

Heading onto the track you'll experience the thrill of real, adrenaline-charged kart racing in the unique confines of the Edward Jones Dome.

And when the weather warms up, head to Gateway Kartplex to experience karting at the finest kart racing facility in the Midwest. Just five minutes from the Dome, Gateway Kartplex is ready to host your corporate or group outing or just serve as your outlet to unleash your need for speed. We'll see you behind the wheel and on the track!

Karting Experience: Thursday \$15, Friday \$15 10am-4pm, \$20 4pm-close, Saturday \$20, Sunday \$20

Age: 14 & up

www.gatewaykartplex.com



NHRA Funny Car Ace Robert Hight to Appear at St. Louis Auto Show

NHRA Funny Car Driver, Robert Hight will be making a special appearance at the AAA display on Saturday, January 21, 2017 from 12:00 – 2:00 at the upcoming St. Louis Auto Show to sign autographs for show attendees. The AAA Insurance Chevrolet Camaro SS Funny Car will also be on display at the AAA display throughout the show.

ECOCITY

EcoCity, brought to you by MSD Project Clear, returns better than EVER! This exhibit is a hot spot for consumers looking to reduce or even eliminate stops at the pump! Visitors get an educational and entertaining experience, learning about how automotive waste affects stormwater runoff, as well as green automotive initiatives. The EcoCity is sponsored by MSD Project Clear. (Vehicles TBD)

MILLION DOLLAR MILE

The Million Dollar Mile is a highlight at the Saint Louis Auto Show, showcasing the most luxurious automobiles on the market. Featuring a collection of exotic luxury and sports cars from Lamborghini, Lotus, Bentley, Maserati, Rolls-Royce and more! Enthusiasts get a chance to feast their eyes on these amazing machines all under one roof, thanks to our friends at St. Louis Motorcars. How often do you get a chance to stand within a few feet of cars worth upwards of \$300,000 each? A trip to the Auto Show is not complete without a stroll down the Million Dollar Mile! (Please note vehicles subject to change.)



HORSELESS CARRIAGE CLUB

The auto industry in North America came of age in the 1960s, and the St. Louis Auto Show will prove it with a special display titled BANG! of the Sixties, courtesy of members in the Horseless Carriage Club of Missouri, Inc. (HCCM).

Club President Joseph Yochim knows the impact that decade had on Americans, since the 1960s saw such historic events as the presidential election of John F. Kennedy, Fidel Castro's alliance with the Soviet Union that brought about the Cuban Missile Crisis, the awful loss of Dr. Martin Luther King, Jr., a deepening of the Cold War, the rise of Hard Rock music, and the dramatic maturing of television. "It was quite a decade," says Yochim.

No doubt about it. "The decade saw the switch from a 1950s-rooted, peace-loving, postwar-boom society to a fast-paced future with space exploration turning eyes heavenward as never before," explains Dr. Gerald Perschbacher, display coordinator. "From war in Southeast Asia to massive legislation to lift the masses in our country, it's hard to say any other decade in the last half of the 20th Century made more of an impact on lives around the world."

Cars often are an instant reminder of the sights and sounds of that long-past decade. To bring back the feelings, dreams, and challenges of that era, an early Ford Econoline Pickup, circa 1962, will reflect the inescapable enthusiasm for the decade when it was young. As the 1964 Cadillac Coupe DeVille was gaining attention there was a sudden change in U.S. Presidents and the "Camelot" days had passed. A 1965 Chrysler New Yorker hardtop and a 1965 Plymouth Sport Fury convertible were the types of cars that carried Americans forward to the challenges that unfolded. The fabulously original



1966 AMC Rambler sedan carted kids, parents, and middle-class citizens around town in anticipation of their future. And, just maybe, you might see a 1966 Jaguar XKE OTS at the show, reminding visitors of the ultra-sporty aspects that peppered the waning years of the decade.

Tens of thousands of visitors to past Auto Shows have been awed by the vintage car exhibits fielded by the HCCM, and this one will be a treat for young and old. "It will almost be like a time-machine trip as those glory cars from the 1960s make their appearance at the 2017 St. Louis Auto Show," adds Perschbacher.

More details about the HCCM is available at www.hccmo.com.

Ride & Drives

TOYOTA DRIVE CENTER

Let's go for a test drive at the Saint Louis Auto Show! Explore Toyota's legendary commitment to quality, durability, reliability and safety. Discover the fun-to-drive side of Toyota on a custom-designed street drive experience that puts the focus on the road ahead while it demonstrates the core features and capabilities of The Bold New Camry, Highlander, RAV 4, and Tundra.

Drive Center Times:

Thursday, January 19: 5:00p - 9:00p

Friday, January 20: 12:00p - 8:00p

Saturday, January 21: 10:00a - 6:00p

Sunday, January 22: 10:00a - 4:00p

For Information Contact: Leonard Lawson llawson@stlautos.com



THE CHRYSLER DRIVE

Drive FCA! is your chance to drive and experience the latest models from Chrysler, Dodge, Jeep®, Ram and FIAT at The St. Louis International Auto Show. Be sure to check out the all-new Street Smart Chrysler Pacifica, stunning Fiat 124 Spider, rugged and ready Jeep Renegade, and the muscle of Dodge Challenger! Stop by, take a drive and receive a complimentary thank-you gift. There's no-pressure, no-hassle, and no additional charge! Drivers must be 18 years of age or older; present a valid driver license; must pass a breathalyzer. Passengers must be 8 years of age or older. All must sign a waiver of liability. Register at Chrysler Tent (Adjacent to Chrysler Auto Show Exhibit).

When: Friday, January 20th: 10a.m. - 5 p.m.

Saturday, January 21st: 9 a.m. – 5 p.m.

Sunday, January 22nd: 9 a.m. – 4 p.m.

What: Drive as many of the vehicles below as you want:

Chrysler Pacifica Jeep® Cherokee

Chrysler 300 Jeep® Grand Cherokee

Dodge Challenger Jeep® Renegade

Dodge Charger Fiat 500

Dodge Durango Fiat 500X

Ram 1500 Fiat 124 Spider

*Vehicles subject to change



Show Information

When: Thursday, January 19 - Sunday, January 22, 2017
 *Media Day/Charity Gala is Thursday January 19, 2017

Where: America's Center and The Dome
 701 Convention Plaza, St. Louis, MO 63101

Hours: Thursday: 5 p.m.- 10p.m. Media Day/Charity Gala
 Friday: 10 a.m. - 9 p.m.
 Saturday: 9 a.m. - 9 p.m.
 Sunday: 9 a.m. - 4 p.m.

Tickets: Thursday Jan 19: Media Day, Charity Gala- \$25.00

Friday – Sunday: General Admission
 Adults - \$11.00
 Children 6-12 years old - \$6.00
 Children under 6 years old - FREE

Group discounts available. Call 314-822-0333 for details.

Military Days: Thursday Jan 19, 2017, All Military are free into the Media Day/Charity Event with a valid I.D.

Friday – Sunday Show Days, Military receives a \$2.00 off adult admission. Active duty military and active members for the reserve must present valid service I.D.

Police and Fireman Days: Thursday Jan 19, 2017, All Police and Fireman are free into the Media Day/Charity Event with a valid I.D.

Friday- Sunday Show Days- \$2.00 off adult admission. Police Officers and Firefighters must present badge at time of purchase.

(Admission Discounts not valid with any other discount or offer.)



Parking

Nearby parking options include street parking and surface lots, as well as the 7th and Convention garage.

Big Daddy's Soulard will be running their free shuttle to and from the Auto Show January 19-22nd!

Here's the schedule:

Thursday, January 19: 5pm – 10pm
Friday, January 20: 2pm – 9pm
Saturday, January 21: 10:30am – 9pm
Sunday, January 22: 10:30am – 4pm

Hotel Partner

The Saint Louis Auto Show has teamed up with the newly renovated Holiday Inn Hotel in Downtown St. Louis. The hotel features 293 newly-renovated, beautifully appointed guest rooms and suites.

Hotel	Auto Show Nightly Rate	Contact Number
Holiday Inn Hotel Downtown St. Louis	\$79.00	314-421-4000