For Immediate Release

Prepared for: The 2015 STL Auto Show

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The 2015 Saint Louis Auto Show

Saint Louis, MO – The Saint Louis Auto Dealers Association is ready to kick off the New Year with the 2015 Saint Louis Auto Show, January 22-25. Over 500 new cars, trucks and SUVs from 25 manufacturers will be featured, including 2015 models, and 2016 models. The 2015 Saint Louis Auto Show is sponsored by AutoTrader.com, Kelley Blue Book, and St. Louis Post Dispatch.

**Show Features**

**DRIFTING FEATURING VAUGHN GITTIN JR.**

He’s back! By popular demand The Saint Louis Auto Show welcomes back drifting champion Vaughn Gittin Jr., brought to you by Cars.com and Valvoline. Vaughn and his Ford Mustang RTR are iconic in the world of professional competitive drifting. Most recently, Vaughn has been working to design the 2015 Mustang RTR Spec 5 Concept. RTR’s out-of-the-box styling and functional approach to performance, was dreamed up and brought to reality. Not only is this car built for pure fun, but this car will serve as a research and development tool under President and Founder Vaughn Gittin Jr., resulting in the “RTR Tactical Performance Line.” This year, not only will show attendees get to see Vaughn drift his new Ford Mustang RTR, but he will also be drifting the the new Ford F150. They will also have the opportunity to get his autograph inside the Edward Jones Dome after each drifting session, and 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 ‘05 Vaughn stunned the world when he won the D1 Grand Prix USA vs. Japan. In ‘07, he brought America home the gold once again. In 2010, Vaughn earned his first Formula Drift Championship, becoming the second-ever Champion with a strictly-drifting background.

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

**2015 Drifting Demonstration**

| **DAY** | **DATE** | **1st Show of the Day** | **2nd Show of the Day** | **3rd Show of the Day** | **4th Show of the Day** | 5th Show of the Day  |
| --- | --- | --- | --- | --- | --- | --- |
| Friday | Jan 23 | 1:00 PM | 3:00 PM | 5:30 PM | 7:30 PM |  |
| Saturday | Jan 24 | 11:00 AM | 1:00 PM | 3:00 PM | 5:30 PM | 7:30 PM |
| Sunday | Jan 25 | 11:00 AM | 1:00 PM | 3:00 PM | 5:00 PM |  |

\*(Demonstration times subject to change.)

**STL AUTO SHOW CHARITY PARTY FEATURING BIG & RICH**

American country duo, CMA and ACM Award Nominee, Big & Rich will be performing at the STL Auto Show’s Charity Party! Join us at St. Louis’s very own Ballpark Village at the PBR Bar, January 22nd at 7:00 p.m. For a $100 donation to St. Louis Auto Dealers Charitable Foundation, you receive an intimate performance by Big & Rich, food and beverage. The St. Louis Auto Dealers Association (SLADA) has a long history of charitable giving to worthy causes all over the St. Louis metro area. Through annual events, the Foundation has raised over $750,000 since its inception and as a result donated nearly $250,000 to local charities. Sponsored by Cars.com, CliftonLarsonAllen, 93.7 The Bull, KBB, AutoTrader.com.

**AFTERMARKET ALLEY**

The newest feature to this year’s Auto Show is Aftermarket Alley. From leather, to DVD players, to spoilers, and rims, you will be able to see the latest and greatest in after market accessories. Sponsored by AutoTrim Restyling, Laser Focused Energy, Dalo Automotive Tinting and Accessories, and Sign Stop.

**HURST PERFORMANCE AREA**

For almost 50 years Hurst Shifters has been making high quality, high performance parts for the performance enthusiast. You get a chance to see them in person at this year’s STL Auto Show. Come see a private collection of these souped up cars, built with only the best Hurst Parts. Coming to this year’s STL Auto Show are several 1960’s and 70’s Hurst Old’s, Indy Pace cars, Hurst Challenger Series and Series 5 Camaro.

High performance muscle cars made the automotive industry an exciting place to be, and you get to see that first hand at this year’s auto show!

You don’t want to miss this private collection of Hurst performance cars representing the lineage of high quality, high performance Hurst parts.

**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. Come see a Chevy Volt, Nissan Leaf and Tesla. The EcoCity is sponsored by MSD Project Clear. (Vehicles subject to change.)

**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**

SPORTS CARS WERE A VITAL PART OF CAR HISTORY by Dr. Gerald Perschbacher

Some historians say the first true “Sports Car” was the German-built 1910 Prinz Heinrich Vauxhall or Ferdinand Porsche’s Austro-Daimler model 27/80PS. Others say the whole idea began with the first sporty-looking car having impressive speed and performance.

From the earliest years of the automotive industry in the late 1800s cars have been intended as transportation for fun. To most early motorist, “fun” meant beating the other driver in speed competition or cross-country driving. It was one-upsmanship.

By 1910, cars in America were becoming bigger, roomier, more powerful, and a little more sedate with each passing model. Enclosed cars offered all-weather driving which no longer limited driver and passengers to good weather conditions. Yet, the concept of fun in motoring still held swap with smaller open touring cars, convertibles, roadsters, raceabout, and runabouts—all terms meant to excite drivers in the quest for fun in motoring. Today we would say SPORTS CAR.

The term gained wide usage in America following the Second World War. In a certain sense the Crosley Hotshot of 1949 is labeled by a good number of car collectors as the first true sports car made in America, but that is debatable if the definition is more widely applied. There are other brands that could be added such as the Mercer of 1912 or the Stutz Bearcat of similar vintage.

The term sports car eventually was applied to enclosed cars or those that came with a removable top such as Thunderbirds and Corvettes of the 1950s. But no one legislated the idea of a “sports car” to be limited by rigid definition. That opened the way for passenger car makers to offer sporty packages on some less-than-sporty cars.

Since large cars were a major part of Americana, it goes to reason that those, also, had to present sporty models for public purchase. In the 1950s car manufacturers were speedily zipping off design ideas for what may be called “notable sportables” in all sizes. Some were extravagantly expensive like the Cadillac Eldorado or the Packard Caribbean while others were more affordable such as Mustangs of the 1960s.

Sporty cars of various vintages and sizes often appear at St. Louis area car shows, such as the Easter Concours d’Elegance in Forest Park which is the best attended regional show in the area. Of course, these are owner driven and privately owned, letting the general public obtain free viewing of dynamic and impressive cars in our automotive heritage.

This year’s St. Louis Auto Show promotes the theme NOTABLE SPORTABLES thanks to an exhibit provided by the Horseless Carriage Club of Missouri. It’s another good reason why YOU should attend!

Dr. Perschbacher is an officer of the HCCM and an internationally known author, editor & writer. (Please note vehicles subject to change.)

**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, Corolla, Prius and RAV4. All participants will receive a thank you gift upon completion of a test drive.

When: Thursday, January 22nd: Noon - 8 p.m.

Friday, January 23rd: Noon - 8 p.m.

 Saturday, January 24th: 10 a.m. - 6 p.m.

 Sunday, January 25th: 10 a.m. - 4 p.m.

What: The Bold New Camry Prius

 Corolla Rav 4

 \*Vehicle Mix subject to change

**FORD F-150 “DRIVE THE FUTURE OF TOUGH” RIDE & DRIVE**

Be one of the first to get behind the wheel of the all-new 2015 F-150, the toughest, smartest, most capable F150 ever!  Customers will have the chance to learn about and experience the F-150’s new features and exciting performance improvements all from the best place possible – the driver’s seat.

Participants can also enter for a chance to win an all-new 2015 F-150!  It’s 100% FREE.  100% FUN.  100% Built Ford Tough.  Drivers must be at least 18 years or older and show a valid driver’s license.

When: Thursday, January 22nd: Noon - 5p.m.

 Friday, January 23rd: Noon - 5 p.m.

 Saturday, January 24th: 10 a.m. - 5 p.m.

 Sunday, January 25th: 10 a.m. - 5 p.m.

**THE CHRYSLER DRIVE**

At The Chrysler Drive you have the chance to drive and evaluate the latest models from Chrysler, Jeep®, Dodge, Ram and FIAT at The STL Auto Show. It is a no-pressure, no-hassle opportunity. And there is 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 23rd: Noon - 5 p.m.

 Saturday, January 24th: 10 a.m. - 5 p.m.

 Sunday, January 25th: 10 a.m. - 5 p.m.

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

 Chrysler 200 Dodge Challenger

 Chrysler 300 Dodge Dart

 Chrysler Town & Country Dodge Durango

 Jeep Cherokee Ram 1500

 Jeep Grand Cherokee Fiat 500

 \*Vehicles subject to change

**Contests & Prizes**

**TRICKED MY RIDE CONTEST**

Tricked my Ride Contest is bringing private owner’s the chance to be featured at this year’s STL Auto Show! After posting a photo on the Auto Show’s Facebook page and gaining votes, five lucky winners will be selected to showcase their tricked out rides for all STL Auto Show attendees. A winner will be chosen from all finalists at the show and win an aftermarket package. Visit [www.STLAutoShow.com](http://www.STLAutoShow.com) for contest rules.

**RIDE-ALONG-DRIFTING WITH VAUGHN GITTIN Jr.**

To win a chance to ride with Vaughn Gittin Jr. during a drifting demonstration, text **DRIFT** to **75309**. Must be 18 years or older to enter. For sweepstakes terms and conditions, visit [www.STLAutoShow.com](http://www.STLAutoShow.com).

**4 FREE AUTO SHOW TICKETS**

Enter to win a 4-pack of tickets to this year’s Saint Louis Auto Show by texting **AUTOSHOW** to **75309**. Must be 18 years or older to enter, but people of all ages may use the tickets you win. For sweepstakes terms and conditions, visit [www.STLAutoShow.com](http://www.STLAutoShow.com).

**Show Information**

When: Thursday, January 22 - Sunday, January 25, 2015

Where: America's Center and Edward Jones Dome

 701 Convention Plaza, St. Louis, MO 63101

Hours: Thursday: Noon - 9 p.m.

 Friday: Noon - 10 p.m.

 Saturday: 10 a.m. - 10 p.m.

 Sunday: 10 a.m. - 5 p.m.

Tickets: 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.

**Admission Discounts**

**Military Days:** All Show Days, $2.00 off adult admission. Active duty military and active members for the reserve must present valid service I.D.

**Service Days:** All 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

The Saint Louis Auto Show has partnered with [Parking Panda](https://www.parkingpanda.com/saint-louis-auto-show-parking?ref=stlauto), the nationwide leader in online parking to allow event-goers to purchase guaranteed parking within easy walking distance to the Edward Jones Dome. Once purchased, parking passes are emailed instantly and guarantee you access to your selected location. Visit www.STLAutoShow.com to book your parking.

Hotel Packages

The 2015 Saint Louis Auto Show has teamed up with the Ramada Plaza Hotel and Crown Plaza Hotel to provide exclusive hotel rates that can’t be beat. Call for reservations.

| **Hotel** | **Auto Show Nightly Rate** | **Contact Number** |
| --- | --- | --- |
| Ramada Plaza Hotel Downtown | $79.00 | 314-421-8200 |
| Crowne Plaza Hotel Downtown | $69.00 | 877-227-6963 |

More Information

For complete 2015 Saint Louis Auto Show information, visit www.STLAutoShow.com