

37<sup>TH</sup>  
ANNUAL  
ATLANTA INTERNATIONAL  
**AUTO SHOW**

*Atlanta's Spring Thing!*

OFFICIAL PRESS KIT

MARCH  
**2019**  
20-24





# QUICK REFERENCE GUIDE

- **Media Day:** Wednesday, March 20<sup>th</sup> | 8am – 11:50am

FCA will be hosting this year's Media Day Breakfast in the RAM display at 8am. From there, various manufacturers will be presenting vehicles to the press until 11:20am.

At 11:30, the National Road Safety Foundation will be presenting the winners for the Annual Drive Safe ATL PSA campaign. The presentation will wrap up at 11:50.

- **Official Show Opening:** Wed, March 20<sup>th</sup> at Noon
- **Ticket Prices:** Adults: \$12, Kids 6-12: \$6, Under 5: FREE
- **Heroes & Seniors Days:** We've set aside two days for Veterans, Police, Firefighters, Paramedics, & Seniors to receive 50% off the adult admission price: Wed. 3/20 & Thurs. 3/21. Seniors must be 55 and older. Additionally, Heroes and Seniors can receive 50% off parking in the GWCC Yellow Lot on those days. Valid ID must be presented at the show box office for ticket discounts and to parking attendants for parking discounts. Discounts cannot be combined with any other offer.

## **PUBLIC SHOW SCHEDULE**

WEDNESDAY, MARCH 20: Noon – 9pm

THURSDAY, MARCH 21: Noon – 9pm

FRIDAY, MARCH 22: Noon – 10pm

SATURDAY, MARCH 23: 10am – 10pm

SUNDAY, MARCH 24: 10am – 8pm

Please direct all media inquiries to J.W. Southwick –  
Director of Marketing & Social Media for MAADA & AIAS:

Email: [jw@maada.com](mailto:jw@maada.com) | Ph: (770) 916-1741

**Link to AIAS Newsroom** for images and other resources:  
<https://goautoshow.com/aias-newsroom/>

**Credentials Registration** (Working Press Only):  
<https://goautoshow.com/press/>



# #AIAS ON SOCIAL MEDIA

- **Facebook:** @goautoshow
- **Instagram:** @atl\_autoshow
- **Twitter:** @atlautoshow
- **YouTube:** @goautoshow



When posting about the show, please use our official hashtag: #AIAS19. Also, please direct-tag us whenever possible.

Download the Official AIAS '19 App



Website: [GoAutoShow.com](http://GoAutoShow.com)





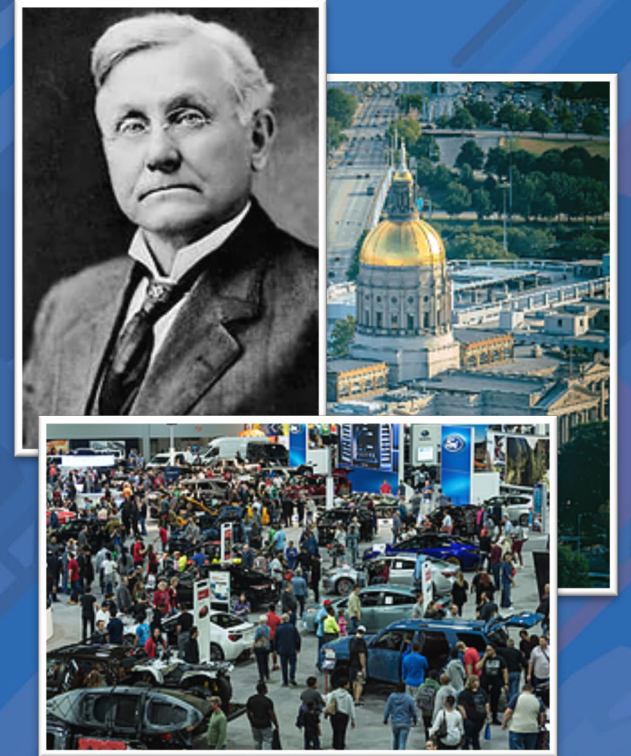
# OUR ROOTS DATE BACK TO 1909

The automobile has played a pivotal role in our development as a nation, and auto shows have brought consumers a peek at what's new and exciting since the early 20th Century. Atlanta's first auto show was held in 1909, and it had the distinction of being the first of its kind for the entire Southeast.

The Atlanta Auto Show Committee was spearheaded by Asa G. Candler. If you know anything about Atlanta's history, you know that Mr. Candler was central to its business community. Does the brand name Coca Cola ring any bells? Mr. Candler was the founder of the Coca-Cola Company. Additionally, he served as Atlanta's mayor from 1916 to 1919. Most importantly for us, he also founded the Atlanta Automobile Association and appointed his son, Asa G. Candler, Jr. as its first president.

For the first Atlanta Auto Show, 67 automakers applied for a spot on the 64,000 square foot display floor - a far cry from the nearly 500,000 square feet the Atlanta International Auto Show encompasses today. Two more shows were hosted during the early 1900s: one in 1912 and the other in 1917. Following the latter, it would be 65 years before the glory of an auto show returned to Georgia's capital.

Hosted at the Georgia World Congress Center, the Atlanta International Auto Show is the largest consumer event held at the venue. It has also earned the reputation of being one of the nation's key automotive exhibitions.





# FACTS ABOUT AIAS '19

- The Atlanta International Auto show is the largest public event held at the Georgia World Congress Center
- The show encompasses roughly 500,000 square feet of exhibit space
- Over two-dozen manufacturers will exhibit over 500 new cars, trucks, minivans, and SUVs at the show
- We pride ourselves on being a family event, one that offers something for attendees of all ages

- The following 2019-2020 pre-production & special feature vehicles are scheduled to be on display:

CHEVROLET BLAZER  
CHEVROLET SILVERADO HD  
DODGE CHALLENGER HELLCAT REDEYE  
FORD EXPLORER  
FORD MUSTANG SHELBY GT500  
GMC SIERRA HD 2500 DENALI DIESEL  
HYUNDAI ELANTRA GT N-LINE  
HYUNDAI KONA  
HYUNDAI PALISADE

HYUNDAI VELOSTER N-LINE  
HYUNDAI SEMA VELOSTER R-SPEC  
JEEP GLADIATOR  
KIA TELLURIDE  
LINCOLN AVIATOR  
MAZDA 3  
RAM HD 2500  
SUBARU FORESTER SPORT  
TOYOTA SUPRA

# AUTO SHOWS BY THE NUMBERS

- **66 Auto Shows** in North America
- **4 million attended** major U.S. shows from 2017-2018
- **7 million attended** regional & local shows in the U.S.
- **67% of attendees** in the market to purchase a new vehicle
- **26% of first-time buyers** are influenced by auto shows

## THE **AIAS** STATS:

- Ranks in the **TOP 10 of all auto shows** in the U.S.
- Manufacturers have stated that **80% of show leads** come from regional shows like **AIAS**
- **Over two-dozen** manufacturers exhibit at AIAS
- Roughly **500,000 square feet** of show space



# ATLANTA INTERNATIONAL AUTO SHOW

MARCH  
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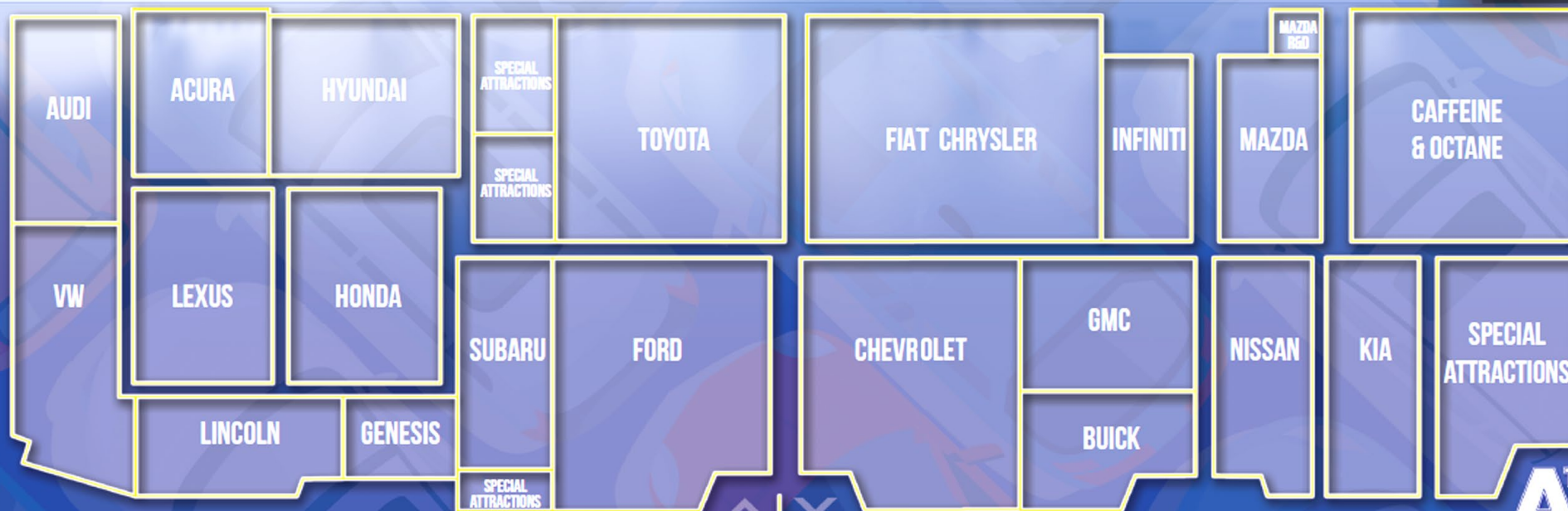


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TICKET BOOTH



*Atlanta's  
Spring  
Thing!*

THE OFFICIAL SHOW  
MAP OF THE 2019

ATLANTA INTERNATIONAL  
AUTO SHOW

ANNUAL ATLANTA INTERNATIONAL AUTO SHOW





## RIDE & **DRIVE** EVENTS



100% Electric  
Nissan LEAF



When people attend the Atlanta International Auto Show, they don't just get to look...they get to drive. Several manufacturers host Ride & Drive events at the show, which helps attendees along the path towards the selection of vehicles that best meet their needs.

The manufacturers in the graphic to the left are scheduled to host Ride & Drives at this year's show.\*

*\*Manufacturers may be added prior to the show.*



# ATTRACTIONS & APPEARANCES

- **GM Futurliner #10:** 1 of 12 produced for GM's Parade of Progress Tour that crossed the country from the late 1930s to mid-1950s. Designed by Harley Earl, the Futurliner's Art Deco styling and size make it a real head-turner.

[Click here for more info on Futurliner #10](#)

- **Caffeine & Octane:** The largest monthly car show of its kind in the country, and popular TV show on NBCSN, returns to the Atlanta International Auto Show, with an amazing display of classics, exotics, and other specialty vehicles.

[Click here for more info on Caffeine & Octane](#)





# ATTRACTIONS & APPEARANCES (cont'd)

- **High Roller BMX:** These high-flying tricksters will be performing BMX stunts Friday, March 22<sup>nd</sup> thru Sunday, March 24<sup>th</sup>.
- **MARVEL's Black Panther:** Very popular with attendees at AIAS '18, Black Panther returns for this year's show. Appearances are scheduled Friday, March 22<sup>nd</sup> thru Sunday, March 24<sup>th</sup>.
- **Scooby-Doo & SpongeBob SquarePants:** The Atlanta International Auto Show is fun for the whole family, and this year we'll have these two popular cartoon characters on-hand Saturday, March 23<sup>rd</sup> and Sunday, March 24<sup>th</sup>. SpongeBob appears courtesy of Comcast Spotlight.

*\*Appearances subject to change.*



**MARVEL**  
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# AIAS & EDUCATION

MAADA & the Atlanta International Auto Show support education. It's a big part of what we do when we're not bringing the latest from the auto manufacturers to the public. We're thrilled to have three vehicles scheduled for display from the Georgia Tech Student Competition Center: the EcoCar Mobility Challenge Camaro, the Georgia Tech Solar Racer, and Wreck Racing's 1986 BMW E28. These students work extremely hard to innovate and excel, and their results are impressive.



ATLANTA INTERNATIONAL  
**AUTO SHOW**  
**CAREER FAIR**

**Wednesday, March 20 & Thursday, March 21 | 11am-3pm**

To tie-in with the educational theme, we're hosting a Career Fair at this year's show. Job seekers will have an opportunity to meet with agents who collectively represent nearly 60-area new car, truck and SUV dealers seeking to hire new talent. Positions in sales, service, collision repair, and office administration are available.

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# ABOUT MAADA – THE PRODUCERS OF AIAS

The Metro Atlanta Automobile Dealers Association (MAADA) produces the Atlanta International Auto Show, and is comprised of over 140 franchised new car and truck dealers from the 18-county Metro Atlanta area.

In addition to producing the Atlanta International Auto Show, MAADA provides training in the areas of sales, management, service, and collision repair at its 40,000 square foot facility near SunTrust Park. It is recognized as one of the premier automotive training institutes in the nation and is the largest dealer-owned academy of its kind. Since its inception in 1995, the Academy for Automotive Professionals has provided high-quality training for more than 48,000 individuals.

Visit MAADA on the web: [www.maada.com](http://www.maada.com)



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# MAADA BOARD OF DIRECTORS



Allan Vigil  
Chairman



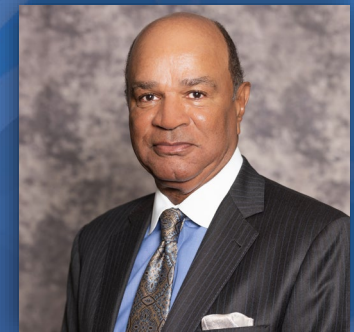
Clay Nalley  
Immediate Past Chairman



Shayne Wilson  
President of MAADA



Walter Bridges



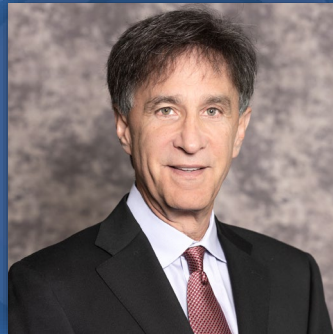
Ernest Hodge



Derek Jackson



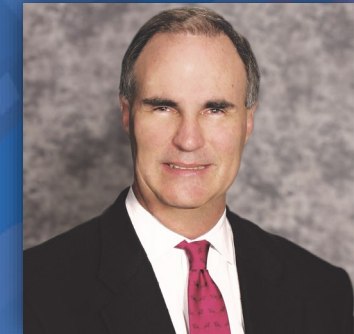
Austin Pugmire



Steve Rayman



Bo Scott



Bill Voyles