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1. Pre-production models shown. 2. Valid through 2018 model year. 3. Based on 2017 sales. Ride and Drive vehicles subject to change without notice. Bullitt and Ranger not available for test-drive.



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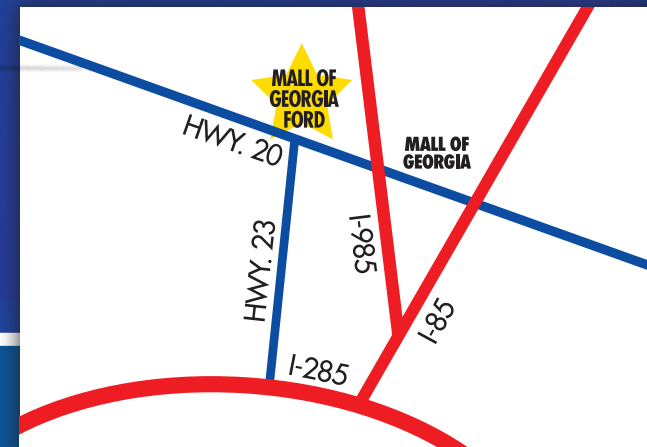
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ATLANTA INTERNATIONAL AUTO SHOW



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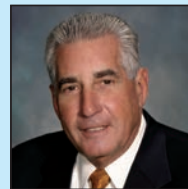
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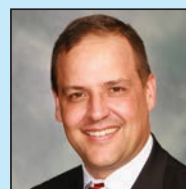
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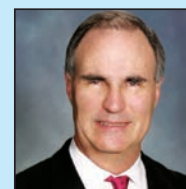
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The members of the Metro Atlanta Automobile Dealers Association (MAADA) welcome you to the 36th Annual Atlanta International Auto Show at the Georgia World Congress Center.

This association is made up of more than 150 franchised new car and truck dealers from the 18-county area.

MAADA and its members strive to uphold the highest standards of honesty and integrity, and to continuously improve the car-buying experience for consumers in metro Atlanta. Whenever you see the association's logo, you can be assured of the most stringent standards of quality, service and customer satisfaction. The Atlanta International Auto Show is the largest show of its kind in the Southeast and the largest annual consumer event at the Georgia World Congress Center. MAADA appreciates this opportunity to display the new models and explain the new options and safety features that are available.

We hope that you enjoy this year's show.



Richard Pugmire
1947-2018

IN MEMORIAM

It is with a heavy heart that we said goodbye to one of our long-term board members and one of Atlanta's finest, Richard Pugmire. He will be deeply missed and truly made a great mark in the automotive community leaving behind a wonderful legacy.

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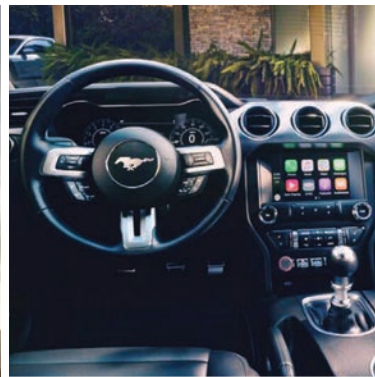


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ATLANTA INTERNATIONAL AUTO SHOW



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WELCOME TO THE

36th Annual

ATLANTA INTERNATIONAL AUTO SHOW



Welcome



Welcome to the **36th Annual Atlanta International Auto Show!** Not only is it the largest annual consumer event held at the Georgia World Congress Center, it is also one of the nation's great auto shows, featuring many of the nation's major automotive manufacturers for its five day run.

This year's event will feature over 500 new and pre-production vehicles on display from over 25 different manufacturers on its 400,000 square foot show floor. This will give you the opportunity to shop and compare the many makes and models while at one location. Industry professionals will also be available in each display to answer your questions.

At press time, the following 2019 and/or pre-production vehicles, concept cars and/or special feature vehicles are scheduled to be on display:

- CHEVROLET SILVERADO
- FORD MUSTANG BULLITT
- FORD RANGER
- INFINITI QX50
- JEEP CHEROKEE TRAILHAWK
- JEEP WRANGLER RUBICON
- JEEP WRANGLER SAHARA
- NISSAN KICKS
- NISSAN MAXIMA KYLO REN'S TIE SILENCER
- NISSAN ROGUE POE DAMERON'S X-WING WITH BB-8
- NISSAN TITAN AT-M6
- RAM 1500 LIMITED
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- TOYOTA SEMA CAMRY RUTLEDGE
- VOLKSWAGEN JETTA



INTERNATIONAL SHOW



RIDE & DRIVE EVENTS



CHRYSLER

DODGE



Jeep



Don't forget to take advantage of the many RIDE & DRIVE EVENTS scheduled at this year's show. At press time, the following manufacturers will be participating in **RIDE & DRIVE events**: CHEVROLET, CHRYSLER, DODGE, FIAT, FORD, JEEP, KIA, MAZDA, MINI, RAM, TOYOTA and VOLKSWAGEN. Those who wish to take a test drive merely have to sign up in the lobby area and then go outside to visit their manufacturer of choice. It doesn't get any easier than that!

CAFFEINE AND EXOTICS

Additionally, **CAFFEINE & EXOTICS** will be back again this year displaying a showcase of exotic and high performance cars.

As always, the Auto Show will be presenting a number of **SPECIAL ATTRACTIONS**. Marvel's Spider-Man and Black Panther will appear on March 24 and 25. Black Panther will make an additional appearance on Friday, March 23. **Scooby-Doo** will also be on-site on March 24 and 25, sponsored by Comcast Spotlight.

You can keep up with the Atlanta International Auto Show year round on its official website

WWW.GOAUTOSHOW.COM

or on one (or all!) of its social media accounts:



www.facebook.com/goautoshow



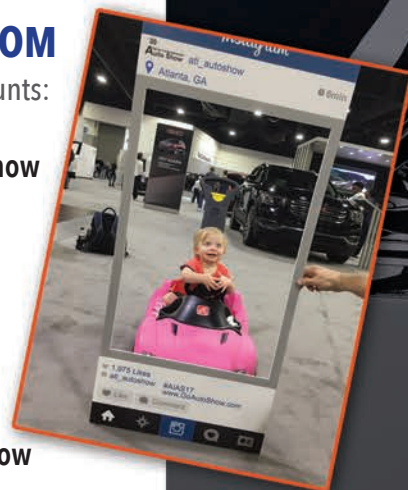
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ATLANTA INTERNATIONAL AUTO SHOW

36th
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There's no better place to shop and compare new cars, trucks and SUVs than the 36th Annual Atlanta International Auto Show. You will find the best from over 25 different automotive manufacturers all under one roof at the Georgia World Congress Center. Ryan Rees, a veteran auto journalist, gives you a brief insight in this guide to some of the makes and models available at this year's show. Don't be surprised if you meet your new dream vehicle while you stroll around the showroom floor.



By Ryan Rees

Ryan Rees has been writing about automobiles and automotive subjects for some 50 years. A former newspaper writer, editor and columnist, he also has been involved in motorsport public relations. Until retiring to southern Utah recently, he and his wife, Marilyn, wrote a popular weekly auto review column, *The Car Couple*.

ACURA MDX HYBRID

The Acura MDX hybrid is the first ever hybrid in the Acura SUV lineup with its innovative powertrain technology, some of which is borrowed from the NSX supercar. The Sport hybrid is slightly quicker than the gasoline-only powered MDX and averages 27 miles per gallon versus 22 in the regular model. The 2018 model has an updated information system and Apple and Android compatibility is standard in all MDX models. The hybrid uses a 3.0-liter V6 with three electric motors for 321 combined horsepower. A 7-speed automatic transmission drives the all-wheel drive system, which is standard in the hybrid. The hybrid comes standard with two trim packages with the technology option offering 20-inch wheels, remote start, navigation and blind-spot alert. The advanced package adds heated and ventilated front seats, upgraded leather, heated second-row captain's chairs with a center console and LED fog lights. Both versions come standard with crash-mitigation braking, lane-keeping assist and adaptive cruise control.



SPECS

TYPE

Hybrid SUV

DRIVETRAIN

3.0-liter V6 w/ Electric

Power, 321 HP,

7-speed Automatic

FUEL ECONOMY

26 City / 27 Highway

BASE PRICE

\$51,960

ALFA ROMEO STELVIO

SPECS

TYPE

Crossover

DRIVETRAIN

2.0-liter Turbo

4-cylinder, 280 HP,

8-speed Automatic

FUEL ECONOMY

22 City / 28 Highway

BASE PRICE

\$41,995

Alfa Romeo has introduced the Stelvio crossover, as its third entry after re-introducing the brand to the U.S. market last year. Available in three variants, the Stelvio offers all-wheel drive as standard equipment across the board. Standard features include keyless ignition, leather seating, power tailgate, Brembo brakes for the 18-inch wheels and adjustable driver settings. Technology features include a 6.5-inch display screen, rearview camera, Android and Apple compatibility and 8-speaker audio system. Upgraded models add 19-inch wheels, larger, 8.8-inch screen, satellite radio, heated steering wheel and front seats. More available safety features including blind-spot and rear cross-traffic warning, lane departure warning, frontal collision warning and auto braking and automatic high beams are optional. The standard engine is a 2.0-liter, four-cylinder with 180 horsepower with an 8-speed automatic transmission. Higher-end models offer a Ferrari-derived, twin-turbo 2.9-liter V6 with 505 horsepower. Based on the Giulia sedan, the Stelvio has less cargo room than some rivals but the powerful power plants can't be matched.



AUDI A5 SPORTBACK

The Audi A5 Sportback is a dazzling display of styling and performance with standard all-wheel drive. A smaller version of the Audi A7, the A5 offers comfortable seating for four with fold-down rear seats to compliment the large cargo area beneath the sloping roofline that sets it apart from the A5 coupe. Standard equipment includes a panoramic sunroof, three-zone A/C and Apple and Android compatibility, leather seating, walnut trim, top-view camera system, heads-up display and digital instrument cluster. Optional features include navigation, heated front seats, LED headlights, satellite radio, driver parking assistance, blind-spot and lane keeping systems and sport package seats. Power comes from the 2.0-liter, turbocharged in-line four-cylinder with 252 horsepower with a 7-speed dual-clutch automatic, along with Audi's Quattro all-wheel drive system. If that's not enough horsepower, Audi also offers the S5 Sportback with 354 horsepower from the 3.0-liter turbo V6.



SPECS

TYPE

Hatchback

DRIVETRAIN

2.0-liter, Turbo in-line

4-cylinder with 252 HP,

7-speed Dual Clutch

FUEL ECONOMY

24 City / 34 Highway

BASE PRICE

\$42,600

BUICK ENCLAVE

One of three SUVs in the Buick lineup, the Enclave offers three-row seating and a new 3.6-liter V6 with 302 horsepower and a 9-speed automatic transmission. The Enclave has been redesigned for 2018 with more room for the second- and third-row passengers. The Enclave also shed pounds for better performance and economy. The base model only comes with front-wheel drive while all-wheel drive is available on all other models. Even the base model comes with an impressive list of features including keyless ignition with remote start, heated front seats, rear parking sensors, LED headlights and adjustable second-row bucket seats. Standard technology includes rearview camera, 8-inch display screen, Bluetooth, Apple and Android integration, OnStar with 4G LTE and WiFi hotspot, satellite radio and USB ports front and rear. Upper trim levels offer leather seating, sunroof, lane departure warning, heated second-row seats, power folding third-row seats, navigation, rear cross-traffic alert and a heavy duty towing package, allowing up to 5,000 pounds.



SPECS

TYPE

SUV

DRIVETRAIN

**3.6-liter V6, 302 HP,
9-speed Automatic**

FUEL ECONOMY

18 City / 26 Highway

BASE PRICE

\$39,995

2019 CHEVROLET SILVERADO

SPECS

TYPE

Pickup

DRIVETRAIN

4.3-liter V6, 285 HP,

6-speed Automatic

FUEL ECONOMY

18 City / 24 Highway

(Estimated)

BASE PRICE

N/A

Chevrolet will be rolling out its fourth generation of the half-ton Silverado later this year. The new 2019 version was unveiled at the Detroit auto show in January ... 100 years after the first Silverado was delivered. The all-new Silverado is bigger in nearly every category with a 20 percent increase in its short bed cargo space that is seven inches wider. The tailgate also is raised or lowered by the key fob or in-truck knob. The new truck shed 450 pounds by using a combination of aluminum (doors, hood, tailgate) and steel. The new model's wheelbase is 3.9 inches longer, enabling more rear seat room in crew cabin models. With eight trim levels, Chevrolet is offering a total of six different powertrain combinations with a 10-speed automatic on most models. The new engine lineup includes two new V8s and an inline 6-cylinder turbo diesel. The new V8s can adapt fuel flow between one and seven cylinders as conditions warrant for improved fuel economy. The interior is also renewed with an 8-inch display screen available along with a host of driver assistance packages and safety features.



CHRYSLER PACIFICA HYBRID

Minivans have never been known for great fuel economy, however, the new Chrysler Pacifica Hybrid has a solution for that. The Pacifica Hybrid is actually a plug-in hybrid, giving you up to 33 miles of all-electric driving. When not in hybrid mode, a 3.6-liter V6 kicks in. The system can recharge the batteries in around two hours. The batteries are stored beneath the floor board behind the front seats, which means Chrysler's unique "stow and go" system is eliminated. That makes the Pacifica Hybrid a seven-passenger van. Like the regular Pacifica, the Hybrid offers standard features such as power sliding doors, keyless ignition, automatic headlights with LED taillights and fog lights, powered driver's seat with lumbar support, tilt/telescoping steering wheel, second-row power windows and a 60/40 split folding third-row seat. Safety features include rearview camera (displayed on the 8.4-inch screen), rear parking sensors, blind-spot and rear cross-traffic monitoring. Bluetooth with voice commands for Apple and Android systems, HD and satellite radio are also standard. Upper trim levels offer navigation, a power tailgate, remote engine start, heated front seats, leather upholstery and window shades for the second- and third-row seats, panoramic sunroof and optional rear-seat entertainment system with DVD player and overhead screen or Blu-ray player with seat back screens.



SPECS

TYPE

Crossover

DRIVETRAIN

2.0-liter Turbo

4-cylinder, 280 HP,

8-speed Automatic

FUEL ECONOMY

22 City / 28 Highway

BASE PRICE

\$41,995

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DODGE CHALLENGER HELLCAT

Not since the late 1960s has there been such a battle among the so-called "pony cars". The Ford Mustang, Chevy Camaro and Dodge Challenger all have retro styling from that era, and lately, are in competition to see who can put more ponies under the hoods. Dodge has several versions of the Challenger, including the supercharged 707-horsepower V8 SRT Hellcat. But even that pales in comparison to the 808 horsepower Challenger Demon, which is intended primarily for drag strip racing. But for pure fun, the Hellcat is up to the task, jumping from 0 to 60 in 3.6 seconds on the 20-inch tires. A 6-speed manual is standard with an optional 8-speed automatic, which is actually quicker than the manual. The Challenger features keyless ignition, powered driver's seat, folding rear seats, and automatic headlights. Tech features include a 7-inch display screen, rearview camera, Bluetooth and Apple and Android integration. However, you can add navigation, leather seating, heated and ventilated front seats, heated steering wheel, satellite and HD radio and a larger display screen.



SPECS

TYPE

Sport Coupe

DRIVETRAIN

Supercharged 6.2-liter

V8, 707 HP,

8-speed Manual

FUEL ECONOMY

13 City / 22 Highway

BASE PRICE

\$63,795

FIAT SPIDER

SPECS

TYPE

Roadster

DRIVETRAIN

1.4-liter In-line

4-cylinder, 160 HP,

6-speed Manual

FUEL ECONOMY

26 City / 35 Highway

BASE PRICE

\$25,990

For decades, the Mazda MX-5 Miata was the only small roadster available. However, Fiat entered the arena when it re-introduced its Spider moniker on its version last year. Fiat borrowed several key elements from Mazda but used its own engine, transmission and suspension to give the Spider its own identity. Like the Miata, the Spider is small with snug room for two people up front and a small trunk in back. Fiat offers three trim levels, including the top-of-the-line Abarth that gets a more power version of the 1.4-liter, four-cylinder engine. The two base models produce 160 horsepower, while the Abarth bumps that up to 164 horsepower. A 6-speed manual is standard or an optional 6-speed automatic. The base model is just that with few bells and whistles. However, you can add optional packages to add a larger, 7-inch display screen, rearview camera, rear parking sensors, leather seating, blind-spot and rear cross-traffic alerts, satellite radio and GPS capability with the dealer-installed navigation system. The Spider is fun to drive, especially with the top down, which is easily lowered.



FORD EXPEDITION

If you're hauling people or ponies, the Ford Expedition is well up to the task. With seating for eight, a turbocharged V6 engine and towing capacity up to 9,000 pounds, the Expedition will get you from here to there in comfort and style. The interior has been redesigned for 2018 with a better looking control panel. The Expedition gets a new 375-horsepower turbocharged V6, mated to a 10-speed automatic transmission. The top-of-the-line Platinum edition bumps horsepower to 400. An extended wheelbase version, called the Max, offers more cargo space in back. Eight people can ride in comfort in the standard version but fully adjustable bucket seats are available for the second row. Ford offers several optional packages that can add self-parking, heated second-row seats, power folding third-row seats, hands-free tailgate, WiFi hotspot and smartphone charging, remote engine start with keyless ignition, heated and ventilated front seats, power adjustable pedals and a host of safety features with rear view camera, blind-spot and rear cross-traffic warnings.

SPECS

TYPE

SUV

DRIVETRAIN

3.5-liter Twin Turbo V6,

375 HP,

10-speed Automatic

FUEL ECONOMY

17 City / 24 Highway

BASE PRICE

\$51,695



GENESIS G90

When it comes to full-size luxury sedans, the Genesis G90 is rivaling the best from Europe. Introduced last year as the luxury division of Hyundai, the Genesis brand has quickly earned its place as a solid choice for buyers looking for quality at an affordable price. Buyers can choose a color and one of two engines and rear- or all-wheel drive. Both trims now offer a CD/DVD player and the 3.3T models add adaptive LED headlights. The 5.0 Ultimate adds a rear entertainment system with two 10.3-inch screens in back. The 3.3T comes with a turbocharged 3.3-liter V6 with 365 horsepower while the Ultimate offers a 5.0-liter V8 with 420 horses. Among the standard features are keyless ignition, 19-inch wheels, heads-up display, leather seating, 22-way powered driver's seat, tilt/telescoping steering wheel, heated steering wheel, wireless charging pad, 12.3-inch display screen with rear view camera, navigation with voice controls, Bluetooth, HD and satellite radio and premium Lexicon surround-sound audio system. Safety features surround the big sedan from front to back.

SPECS

TYPE

Luxury Sedan

DRIVETRAIN

3.3-liter Turbo V6, 365

HP, 8-speed Automatic

FUEL ECONOMY

17 City / 24 Highway

BASE PRICE

\$68,350



GMC SIERRA

SPECS

TYPE

Pickup

DRIVETRAIN

4.3-liter V6, 285 HP,

6-speed Automatic

FUEL ECONOMY

18 City / 24 Highway

BASE PRICE

\$29,000

It's often overlooked when talking about half-ton pickups because the GMC Sierra is a close sibling to the Chevrolet Silverado. However, the Sierra holds its own with a host of cab configuration, three bed sizes, three engine choices and available four-wheel drive. The base engine is a 4.3-liter, 285 horsepower V6 with a 6-speed automatic transmission. A 5.3-liter V8 (355 horsepower) is the middle choice and a 6.2-liter V8 (420 horsepower) is available for heavier use. Both V8s come with an 8-speed automatic. The upper trim levels offer a variety of standard features and optional packages. The SLT trim comes with heated, leather seating, heated steering wheel, navigation, sunroof, front and rear parking sensors and power-sliding rear window. A rearview camera is displayed on the 7-inch display screen along with audio and climate controls. Options include power-adjustable pedals, remote start, remote locking tailgate, tilt/telescoping steering wheel, WiFi hot spot with smartphone charging and trailering enhancements. Driver assistance options add forward collision and lane departure warnings and low-speed automatic emergency braking. GMC also offers two off-road packages with beefed up shocks and an underbody shield.



HONDA CLARITY HYBRID

Honda's Clarity sedan might be giving everyone a glimpse into the future. The Clarity offers three variants under the hood: a gas-battery plug-in, a battery-only version and another that operates on hydrogen. The electric only and hydrogen models are limited to California and Oregon. The plug-in version is available in all 50 states. The plug-in version can travel 48 miles on electric power before the 103-horsepower, 1.5-liter inline four cylinder kicks in to give a total range of 340 miles. The electric system also powers the front wheels, forgoing a CVT as found in most hybrids. There are three driving modes, econ, normal and sport, and three ways to deploy the battery charge. The Clarity is slightly smaller overall than the Accord and has a more rounded profile and weighs more than the Accord because of the battery pack. The interior has many of the Accord features with easy to use controls and a variety of option packages. In addition to savings at the pump, the Clarity also qualifies for the current \$7,500 federal tax credit.

SPECS

TYPE

Plug-in Hybrid Sedan

DRIVETRAIN

1.5-liter Plug-in

Electric Hybrid, 212 HP,

Single Speed

FUEL ECONOMY

42 Average

BASE PRICE

\$34,290



HYUNDAI SONATA

The 2018 Sonata has been restyled inside and out to compete in the mid-size sedan market. The new model also has updates to the suspension and steering for improved ride quality and driver response. All models come standard with blind-spot, lane keeping and rear cross-traffic warnings as standard equipment. There are nine trim levels and three engine choices, including a pair of turbocharged options. The base, 2.4-liter engine has 185 horsepower and is mated to a 6-speed automatic transmission. Two turbo trim levels get a 245-horsepower turbo 2.0-liter and a new 8-speed automatic. A turbo 1.6-liter with 178 horsepower with a 7-speed dual-clutch automatic is available in the eco models. The base model offers automatic headlights, a tilt/telescoping steering wheel, 7-inch display screen, rearview camera, Bluetooth and Apple and Android compatibility. The Eco trim is equipped the same, except for the engine choice. Upper trim levels offer a long list of features including larger display screen, heated leather seats, sunroof, paddle shifters and enhanced safety options.



SPECS

TYPE

Sedan

DRIVETRAIN

2.4-liter Turbo V6,
185 HP,

6-speed Automatic
FUEL ECONOMY

28 City / 37 Highway
BASE PRICE

\$22,050

INFINITI QX50

SPECS

TYPE

SUV

DRIVETRAIN

2.0-liter Variable
Compression-turbo
Four-cylinder,
3268 HP, CVT

FUEL ECONOMY

19 City / 27 Highway

BASE PRICE

\$68,350

The Infiniti QX50, five passenger SUV, is totally redesigned inside and out and comes with a new variable compression turbocharged four-cylinder engine. The new engine is capable of varying the compression ratio for better fuel economy and more horsepower when needed. The QX50 is in the middle of Infiniti's SUV/crossover family and comes loaded with a host of systems for comfort and driving. Dual screens on the center dash share navigation, climate and entertainment controls. A 9-inch display area offers additional information on the heads-up display system. Four USB ports and Bluetooth offer a variety of ways to stream media or information.



Safety features offered include Infiniti's ProPilot program that helps in stop-and-go traffic, and assistance with acceleration, braking and steering, surround view camera, front and rear parking sensors and reverse automatic braking. Comfort features include panoramic moonroof, heated and ventilated front seats, hands-free tailgate operation, quilted leather upholstery enhanced with wood and aluminum trim and 19- or 20-inch wheels.

JEEP WRANGLER

It may be one of the most anticipated new models to hit dealers in years. The 2018 Jeep Wrangler JL offers many upgrades and advantages over the outgoing JK version. It still looks like a Wrangler, with a windshield that folds flat, has two or four doors and removable door and roof panels, which are much easier to operate. A new 3.6-liter V6 with 285 horsepower is the engine of choice with a 6-speed manual or optional 8-speed automatic. A 2.0-liter, turbocharged in-line four, mild-hybrid engine is available but only with the automatic transmission. Both engines feature start/stop functionality. The display screen comes standard at 5 inches but can be upgraded to 7- or 8.4-inch screens. Navigation, A/C, power windows, heated seats and steering wheels and remote start are optional. A rear view camera and lane departure warnings are the standard safety features. Rear parking sensors and blind-spot warnings are optional. Lighter and slightly longer, the JL still provides the off-road capability Jeep owners covet.



SPECS

TYPE

Truck

DRIVETRAIN

3.6-liter V6, 285 HP,
6-speed Manual,
8-speed Automatic

FUEL ECONOMY

18 City / 23 Highway
BASE PRICE

\$26,995

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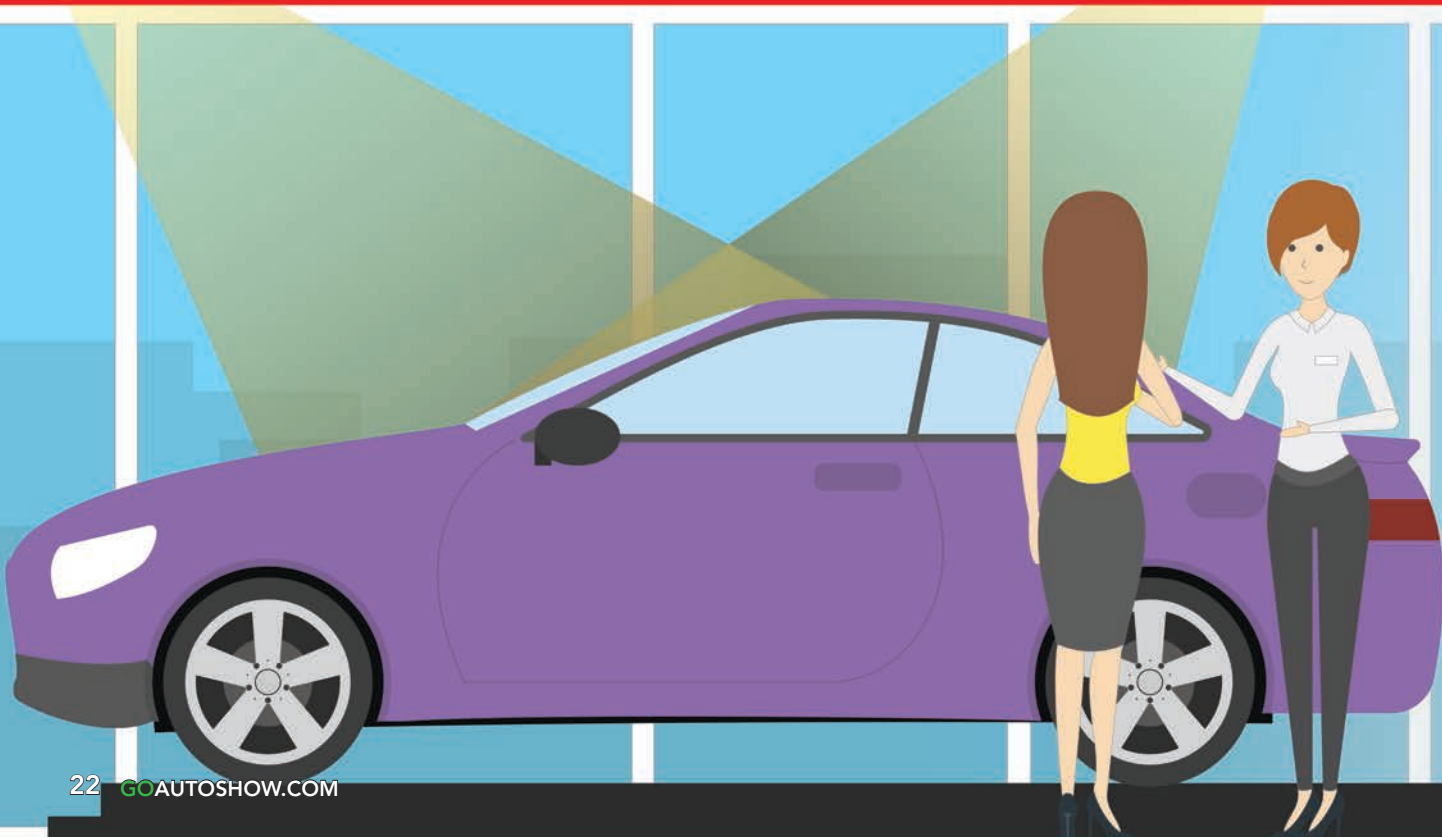
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By Desiree Miller

You never know where you'll find Desiree Miller on any given day, but odds are good that when she's not at home near Atlanta, she's traveling the coast of somewhere beautiful, capturing video to share with her followers. She is an award-winning freelance writer, television news journalist, and blogger. She was honored as the 2014 winner of the national "We Still Blog" award and her personal web site, <http://StressFreeBaby.com>, is named to the Top 25 Southern Mom Blogs. Desiree is also a parent influencer/contributor for WSB-TV in Atlanta. She has a combined social media reach of more than 25,000, and her YouTube channel has more than 1.5 million views. You can reach Desiree at desiree@stressfreebaby.com



WOMEN

AND THE ROLE THEY PLAY IN THE AUTOMOTIVE BUYING DECISION

Shoes. Makeup. Purses. That's what some people think of when they consider what women are shopping for these days. But guess what? Women now buy 54% of the cars in the United States. That's right. More than half!! And they influence 84% of all vehicle purchase decisions.

So, what are they looking for in their car choice?

Women tend to search for practical options, purchasing something that symbolizes freedom and independence. In general, they prefer small and maneuverable cars, but also find design, space, safety and quality of materials important. Of course, color and spaciousness also play a factor.

They shop for options that simplify life, such as parking assist, clear lighting, and integrated systems for their mobile devices. The women with children are definitely going to consider entertainment options to keep the children occupied. Because they spend so much time behind the wheel, from work commutes to running taxi for the kids, they're eager to find anything that can make car-time easier and more intuitive.

"When women shop for a car, they think about comfort, confidence and style," says Scotty Reiss of A Girls Guide to Cars, a website created to help women navigate this traditionally male-oriented space. "Men put a higher priority on technical specs and performance."

"When women
shop for a car,
they think about
comfort, confidence
and style..."
-Scotty Reiss



In general, men may want to know more about the power and speed of a vehicle. Women want to know that, too, but also want to know how easy it's going to be to get the child's car seat in and out of that third row, or how many sets of football or lacrosse gear can fit in the trunk. And yes, they want to know about fuel economy, because who has time (or desire) for stopping at the gas station more often than is absolutely necessary?

And of course, they want to know the price is perfect for their budget. And in this high-tech world, you can bet they've done some digging on what the fair price should be, before they've even set foot in the show room.

When it's all said and done, for the gals, it tends to be mostly about the lifestyle the car enables. It's an appreciation for what the vehicle brings to the family, and enables her to do as a woman and mom.

KIA STINGER

Kia has been producing a string of vehicles that offer great value and comfort. However, nothing approaches the new Stinger, a sporty sedan that offers performance that rivals some of the best sport-touring cars from Europe. The base Stinger is powered by a 2.0-liter, four-cylinder with 255 horsepower and an 8-speed automatic transmission. However, the GT version comes with a 365-horsepower, 3.3-liter turbo V6. It will go from 0 to 60 in 4.7 seconds. Rear-wheel drive is standard with all-wheel optional. While impressive performance is a strong selling point, the Stinger offers an interior with luxury appeal and comfortable room for five. Heated front seats and steering wheel, leather upholstery, front and rear parking sensors, automatic headlights, 7-inch display screen for the rear view camera, Bluetooth, satellite radio and Apple and Android compatibility are standard. Optional choices include a sunroof, 8-inch display screen, Harman Kardon audio system, 19-inch wheels, Brembo brakes, heads up display and other driver assistance systems are optional. Even in a fully loaded version, the Stinger is thousands of dollars less than its European competitors.



SPECS

TYPE

Sport Sedan

DRIVETRAIN

2.0-liter Turbo

four-cylinder, 255 HP,

8-speed Automatic

FUEL ECONOMY

22 City / 29 Highway

BASE PRICE

\$31,900

LEXUS LS

SPECS

TYPE

Luxury Sedan

DRIVETRAIN

3.5-liter Twin

Turbo V6, 416 HP,

10-speed Automatic

FUEL ECONOMY

22 City / 32 Highway

BASE PRICE

\$38,210

As its flagship sedan, the Lexus LS has been redesigned for 2018 with a new twin-turbo V6, 10-speed automatic transmission and passenger comforts and safety features throughout. Longer and lower, the LS features a new coupe-like profile for a sporty appearance in all three models, including the F-sport and new multi-stage hybrid version. A newly-designed 3.5-liter V6 offers 416 horsepower that can be controlled with paddle shifters. A 12.3-inch display monitor offers a new angle for the driver to help give a panoramic view when passing other vehicles. Rear seat passengers are swathed in comfort with the optional executive package with seats that can be heated with a massage feature that can be adapted for different areas of the body. Several driver assistance packages offer pre-collision warning for vehicles or pedestrians with braking assistance and automatic steering away from the obstacle. The lane trace assist option helps recognize when roads are dimly lit and can automatically slow the sedan if entering a curve too fast. Adaptive headlights also swivel for an enhanced view of the road.



LINCOLN NAVIGATOR

The all-new Lincoln Navigator has a fresh look inside and out with a new grill and LED headlights. A new turbocharged 3.5-liter V6 with 450 horsepower is under the hood. A 10-speed automatic transmission drives the rear wheels or optional four-wheel drive on upper trim levels. With four trim levels, Lincoln offers a feature-loaded Premiere edition with 20-inch wheels, keyless ignition, tri-zone climate control, leather seating for the first two rows, front and rear parking sensors and second row captain's chairs with heating. Also included is a 10-inch display screen, navigation, rearview camera, blind-spot with rear cross-traffic alert and Apple and Android compatibility. Upper levels offer heated steering wheel, power-folding running boards, surround view parking camera and wireless charging pad. The technology package adds adaptive cruise control, forward collision mitigation with automatic braking, heads-up display, lane departure warning, automatic parking system and towing package.



SPECS

TYPE

SUV

DRIVETRAIN

3.5-liter V6, 450 HP,

10-speed Automatic

FUEL ECONOMY

16 City / 23 Highway

BASE PRICE

\$72,055

MAZDA6

In the competitive mid-size sedan field, the Mazda6 stands out with its lively driving nature from the 184-horsepower, 2.5-liter, four-cylinder, which is the only engine choice. A 6-speed manual, something you don't see much of anymore, is standard on the Sport and Touring models. A 6-speed automatic is standard on the Grand Touring and optional on the other two trims. The Grand Touring can be equipped with Mazda's brake regenerative system for improved fuel economy, aided by active grill shutters. The GT also offers optional heated rear seats, heated steering wheel, ambient lighting and premium leather with a black headliner. Standard features start with keyless ignition, rearview camera, tilt/telescoping steering wheel, Bluetooth, HD radio and internet streaming.

Touring models add blind-spot monitoring with rear cross-traffic alerts, heated front seats, sunroof, satellite radio and LED headlights. Moving to the top of the line with the GT, you get auto high beams, forward collision warning, lane keeping assistance, heads-up display, navigation, paddle shifters and powered driver's seat.



SPECS

TYPE

Mid-size Sedan

DRIVETRAIN

2.5-liter Inline

Four-cylinder, 185

HP, 6-speed Manual,

6-speed Automatic

FUEL ECONOMY

27 City / 32 Highway

BASE PRICE

\$22,835

SPECS

TYPE

Crossover

DRIVETRAIN

| 1.5-liter, 3-cylinder with
134 HP, 6-speed Manual

| 2.0-liter, 4-cylinder with
189 HP, 6-speed Manual
Standard

| 1.5-liter, 3-cylinder,
Electric Hybrid Motor with
221 HP

FUEL ECONOMY

24 City / 34 Highway

BASE PRICE

\$29,097

MINI COUNTRYMAN

The Countryman is MINI's answer for those who love the sporty nature of the MINI but want more room. The Countryman is the largest model with nearly twice as much cargo area as the regular MINI. A fuel-efficient plug-in hybrid joins the lineup for 2018 along with a sporty John Cooper Works version. The hybrid joins a turbocharged three-cylinder and the 2.0-liter turbo four with 189 horsepower, which is available on the Countryman S or John Cooper Works models. The hybrid offers 12 miles of travel per charge. A 6-speed manual is standard with a 6-speed automatic or 8-speed automatic available with different models and engines. Front wheel or all-wheel drive is also available. Also new for 2018 are a rear view camera and rear parking sensors as standard equipment. The interior still retains the toggle switch controls along with standard keyless ignition, leatherette seating, sunroof and 6.5-inch display screen. An 8.8-inch screen is optional along with navigation, heads-up display, 19-inch wheels, wireless phone charger, powered tailgate and Harman Kardon audio system are optional along with MINI exclusive accessories.



NISSAN ROGUE

For a compact SUV, the Nissan Rogue packs a lot of features in a relatively small space. With optional seating for seven and a 7.0-cubic yard cargo area, the Rogue is one of the most versatile models in this class. Nissan had added its ProPilot Assist system that can self-accelerate, brake and steer the Rogue in dense highway traffic. Apple and Android compatibility is standard on all models this year. There are three trim levels, all well equipped. A slightly smaller, Sport model is also available. The standard engine is a 170-horsepower 2.5-liter, four-cylinder with a CVT. All-wheel drive is optional on upper trim levels. There is also a hybrid version on the upper levels. The instrument panel includes a 7-inch touchscreen with rear view camera, Bluetooth and push-button ignition. The top-level trim offers 18-inch wheels, leather seating, surround view camera system, heated steering wheel, navigation and Bose audio system. The rear seats adjust nine inches for added comfort. All-wheel drive models include a locking center differential, hill descent control and brake lock differentials front and rear.



SPECS

TYPE

SUV

DRIVETRAIN

2.5-liter

Four-cylinder,

170 HP, CVT

FUEL ECONOMY

26 City / 33 Highway

BASE PRICE

\$24,800

RAM 1500

The half-ton pickup market is dominated by the big three: Ford, Chevrolet and Ram. Despite having one of the oldest designs on the market, the Ram wins accolades for its smooth ride, helped by its class-exclusive coil spring rear suspension and optional self-leveling air suspension. Choosing which Ram 1500 suits you best is the challenge with 11 different versions of body styles and bed lengths, along with three engine choices. The base work truck comes with a regular cab while the crew cab offers four doors. Most models come with a 3.6-liter V6 with 305 horsepower. A 5.7-liter V8 with 395 horsepower is available on several models. For those wanting maximum towing capability, the 3.0-liter V6 diesel has 240 horsepower but can tow up to 9,000 pounds. The

2019 Ram crew cab is four inches longer than before and has dropped several hundred pounds overall. Three display screens are available, including a 12-inch with dual screens. Buyers will also appreciate the telescoping steering wheel, flat floor with extra storage behind the front seats and the powered tailgate.



SPECS

TYPE

Pickup

DRIVETRAIN

**3.6-liter V6, 305 HP,
8-speed Automatic**

FUEL ECONOMY

17 City / 25 Highway

BASE PRICE

\$27,095

SUBARU ASCENT

SPECS

TYPE

Crossover

DRIVETRAIN

2.4-liter Turbo Flat

Four-cylinder,

260 HP, CVT

FUEL ECONOMY

N/A

BASE PRICE

\$35,000

(Estimate)

The all new Ascent is Subaru's second venture into the three-row SUV/crossover market. With seating for seven or eight, the Ascent is Subaru's largest vehicle in the lineup and offers Subaru loyalists a new option when needing something larger than the popular Outback. Available in three trim levels, power for all versions comes from a 260-horsepower, turbocharged flat-four-cylinder engine with power to all four wheels. Subaru claims the Ascent can tow up to 5,000 pounds. Standard on all models are automated emergency braking, adaptive cruise control and lane departure warning. A 6.5-inch display screen is standard on the base model but grows to 8 inches on the upper levels, which also offer a Wi-Fi hotspot, heated seats for the front two rows, power tailgate, blind-spot and rear cross-traffic alerts. Features on the upper two trims include leather seating, ventilated front seats, rain-sensing wipers, navigation, panoramic sunroof and camera-based rearview mirror. Built in Indiana, the Ascent will reach dealer showrooms this summer.



TOYOTA CAMRY

When Toyota redesigned the Camry, it gave the best selling mid-size sedan on the market a mild makeover on the outside with a lower, leaner looking profile. However, the biggest change isn't noticeable from the outside. For the first time in three decades, the 2018 Camry has a double wishbone rear suspension that offers a smoother, quieter ride with better handling and steering. The new suspension also takes up less interior room, allowing Toyota to improve the interior size and features. There are five trim levels to choose from but most are upgrades to available features. All Camrys come standard with a new 2.5-liter, four-cylinder with 203 horsepower. A 3.5-liter V6 now offers 301 horsepower. Both engines are paired to a new 8-speed automatic transmission. A hybrid version of the Camry is also available. Camrys come well equipped with full power accessories, Bluetooth, rearview camera and safety features. All 2018 models come with Toyota's adaptive cruise control with automatic braking, especially useful in heavy commuter traffic, auto-dimming LED headlights, lane departure warning and forward collision warning.



SPECS

TYPE

Sedan

DRIVETRAIN

**2.5-liter Four-cylinder,
203 HP,**

8-speed Automatic

FUEL ECONOMY

29 City / 41 Highway

BASE PRICE

\$23,495

VOLKSWAGEN TIGUAN

The newly designed Tiguan for 2018 offers more legroom, cargo space and an optional third row of seating. The new Tiguan is 10 inches longer than the previous model and comes in four trim levels. All are powered by a 2.0-liter, turbocharged four-cylinder engine with 184 horsepower and an 8-speed automatic transmission. Front-wheel drive is standard but all-wheel is available on all models. Keyless ignition, simulated leather upholstery, 8-inch display screen, heated front seats, HD and satellite radio and dual-zone climate control are standard on the SE models. The SEL adds a sunroof, powered tailgate, navigation, remote start and information for traffic, weather and nearby fuel prices. All-wheel drive models have 7.9 inches of ground clearance and automatic hill descent for those times you want to leave the pavement. The premium level adds lane departure warning, front and rear parking sensors, automatic high beams and overhead parking camera. The upgraded audio system is compatible with Apple and Android devices that can be controlled by a smartphone app.



SPECS
TYPE
 Crossover
DRIVETRAIN
 2.0-liter Turbo
 Four-cylinder,
 185 HP,
 8-speed Automatic
FUEL ECONOMY
 22 City /
 27 Highway
BASE PRICE
\$24,595

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EcoCAR 3

GEORGIA INSTITUTE OF TECHNOLOGY

The Georgia Institute of Technology (Georgia Tech) engineering program is participating in a 4-year competition called EcoCAR 3. This competition is the latest U.S. Department of Energy (U.S. DOE) Advanced Vehicle Technology Competition (AVTC) series. EcoCAR 3 is challenging 16 chosen Universities across North America to redesign a 2016 Chevrolet Camaro to be a hybrid-electric vehicle. The U.S. DOE challenges each chosen campus to transform this Chevrolet Camaro, while still maintaining the performance expected from this iconic American car. Student teams develop and integrate energy innovations that maximize performance, while retaining the safety and high consumer standards of the standard Camaro. EcoCAR 3 is sponsored by DOE and General Motors (GM) and managed by Argonne National Laboratory; with their ongoing support they have achieved the ultimate training ground for minting future automotive leaders.

Over the years the Georgia Tech team alone has grown to over 50 members, ranging from a wide variety of engineering and communication sub-teams. In their fourth year of competition, the Georgia Tech EcoCAR 3 team has made substantial improvements. The team has challenged themselves to learn from previous mistakes, improve performance, integrate innovative design systems, and increase efficiency. Last year Georgia Tech landed an overall 3rd place, while receiving three first place trophies for ADAS evaluation event, controls and SMS presentation, and mechanical presentation. Georgia Tech is enthused about their progression throughout the competition and is confident that improvements made to the vehicle in year four will improve their scores considerably. Through these innovative design changes, the team is eager to continue developing and testing the vehicle in preparation for this year's competition.



TEAM VISION STATEMENT:

To cultivate the spirit of innovation and sustainable development among Georgia Tech students and the general public, where EcoCAR 3 is one out of many stepping-stones for a future paradigm shift in the automotive industry.



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IT HAS TO BE
NALLEY
AUTOMOTIVE



2018 Buick
Regal Sportback



2018 Kia Stinger



CARMAKERS LOOK TO **TURBO** CHARGING FOR **MORE** PERFORMANCE AND FUEL EFFICIENCY



By Russ Heaps

Russ Heaps has been covering the automotive industry since 1986. His car reviews and analysis have appeared in newspapers, magazines and the Internet. He is a charter member of GAAMA, the Greater Atlanta Automotive Media Association.

2018 Honda Accord



Turbocharging isn't new, but it's widespread popularity is, at least relatively speaking. Although invented early in the 20th century, bolting a turbocharger to a small engine to produce extra horsepower, as well as manage fuel economy was little more than an experiment until the Swedish carmaker, Saab, adopted turbocharging as a core feature in the late 1970s.

Saab soldiered on with turbos for more than 30 years, developing new turbo technologies and evolving turbocharging to a respected alternative to generating more horsepower with ever larger engines. As carmakers today struggle to make cars, trucks and SUVs more

fuel efficient while maintaining some degree of acceptable performance, turbocharging 4-cylinder engines is becoming almost commonplace.

In 2018, more vehicles than ever will offer a turbocharged 4-cylinder as standard equipment

2018 Chevrolet Equinox



or as an option. Here are seven all-new or redesigned examples.

2018 Buick Regal Sportback

Buick totally redesigned its midsize Regal for 2018. As part of the Regal renovation, Buick gave it a 250-horsepower 2-liter turbocharged 4-cylinder engine to generate thrust. Front-wheel-drive versions mate this four-banger with an all-new 9-speed automatic transmission. Opting for AWD replaces the 9-speed tranny with an 8-speed automatic. FWD models deliver a government-estimated 22 miles per gallon in the city and 32 mpg on the highway. Checking the AWD box drops predicted fuel efficiency to 21 mpg city and 29 mpg highway.

2018 Kia Stinger

Totally new for 2018, the Kia Stinger that has received so much praise and great press is the Stinger GT with its 365-horsepower 3.3-liter twin-turbo V6. But, there's another, less boisterous version simply called Stinger. This four-door sportback gets its kick from a 255-horsepower 2-liter turbocharged 4-cylinder engine. The second-generation Kia-built 8-speed automatic transmission turns either the rear or all four wheels on models equipped with AWD. It can sprint from 0-to-60 miles per hour in less than six seconds. Government estimates place the fuel economy for RWD Stingers at 22 mpg city and 29 mpg on the highway. With AWD, those estimates drop by 1 mpg in the city, but highway mileage is unchanged.



2018 Volkswagen Atlas

2018 Volkswagen Atlas

All new, the 2018 Volkswagen Atlas is assembled in Chattanooga, Tennessee. A seven-passenger, midsize CUV it uses either a turbocharged 4-cylinder or a V6 for power. Both feature Start/Stop technology to reduce fuel consumption. Its 4-cylinder is a turbocharged 2-liter engine generating 235 horsepower. An 8-speed automatic transmission delivers engine output to the front wheels. AWD isn't available for Atlas grades with the 4-cylinder. Estimated fuel economy is 22 mpg city and 26 mpg on the highway.

2018 Honda Accord

Totally redesigned for 2018, the Honda Accord continues to be a wildly popular midsize sedan. In shedding some size and weight, the updated Accord also gave up its V6 for a 250-horsepower 2-liter turbocharged 4-cylinder engine. The base engine is a 4-cylinder, as well, but is normally aspirated. Nope. The big news is the 2L turbo, which delivers more torque (273 lb.-ft.) than any previous generation Accord. In Sport trim, it can be mated with a 6-speed manual transmission; otherwise, it's bolted to a 10-speed automatic transmission. The government estimates mileage at 22 mpg city and 32 mpg highway when equipped with the 10-speed automatic tranny.

2018 Jeep Wrangler

It's been 11 years since the last Jeep Wrangler update; so, it was about time one of the most highly recognized vehicles in the world got a makeover. While designers and product planners took the opportunity to strengthen Wrangler's appeal in nearly every way, the engineers went for some extreme changes under the hood. For the first time in its 75-plus-year history, the 2018 Wrangler will wind up with four engine choices. One of the choices is the 275-horsepower 2-liter turbocharged 4-cylinder capable of making 295 lb.-ft. of torque. The base engine in the powertrain lineup, the 2L turbo will use an all-new 8-speed automatic transmission to turn all four wheels. At this writing, estimated fuel-economy numbers aren't available.

2018 Jeep Wrangler



2018 Chevrolet Equinox

Completely redesigned for 2018, the Chevrolet Equinox features a turbo-only three-engine lineup. Only the Silverado outsells Equinox within the Bow Tie brand; so, it's an important vehicle for Chevy. Two of its engines are turbocharged fours. Delivering 170 horsepower, the base engine is a 1.5-liter turbocharged 4-cylinder that's mated to a 6-speed automatic transmission. Its estimated fuel economy is 26 mpg in the city and 32 mpg on the highway for the front-wheel drive. Opting for AWD drops mileage to 24 mpg in the city and 30 mpg on the highway. Chevy also offers a 252-horsepower 2-liter turbocharged 4-cylinder delivering output to the wheels via an all-new 9-speed automatic transmission. Estimated mileage is 22 mpg in the city and 29 mpg highway for front-wheel drive. City mileage remains the same for AWD models, but drops to 28 mpg on the highway.

2018 Audi A5 Sportback

2018 Audi A5 Sportback

Although heavily based on the Audi A4, the 2018 A5 Sportback is new to the United States. Like the Buick Regal and Kia Stinger, the A5 Sportback is a hatchback with an attitude. Standard is Audi's all-wheel quattro drive that puts 60 percent of torque to the rear wheels unless some wheel slip begins to occur. Get-up-and-go comes from a 252-horsepower 2-liter turbocharged 4-cylinder engine. A 7-speed dual-clutch automatic transmission hustles engine power to the wheels. The A5 can gallop to 60 miles per hour from a standstill in 5.7 seconds. Government estimates place fuel economy at 24 mpg in the city and a very impressive 34 mpg on the highway.



Gwinnett Place

We call ourselves "Atlanta's Untypical Dealer" because we are determined to stand out for all the right reasons.



2018 Ford Escape

Adept at multitasking.

Escape is designed to make life your easier. It starts with available Intelligent Access with push-button start. Want to carry lots of cargo? No problem. The rear seats fold to provide up to 68 cu. ft. of cargo capacity. Accessing the rear of the vehicle is also a breeze with a foot-activated liftgate. And to help you while backing up the vehicle, a rearview camera is standard and a Reverse Sensing System is available.

2018 Ford Explorer Platinum

The Explorer Platinum's interior awes in its premium Nirvana leather with micro-perforation and quilted inserts, dual-panel moonroof, heated second-row bucket seats, and a heated, leather-wrapped steering wheel with real wood accents and unique stitching. And its exterior stands out with its satin-chrome finish.



2018 Ford Expedition

"Living large" doesn't begin to describe it.

The Ford Expedition offers exceptional cargo space when you need it. With regular- and extended-length MAX models, Expedition offers the cargo-carrying capability that's right for you, up to a maximum 121.5 cu. ft. MAX.* And with 4x2 and 4x4 configurations, you can take whatever you're carrying just about anywhere.

Explore Capability



2018 Ford Fusion

Standing out is as fun as going out

Whether you choose the S Appearance Package with 18-inch magnetic-painted aluminum wheels, the SE Appearance Package with rear spoiler or the SE Luxury Package – the 2018 Ford Fusion has the good looks to go along with its performance and technology.



Go Further

***Thank you for making us your
Atlanta Area Consumer's Choice Award
Winning Ford Dealer Four Years Running and
2017 Ford Dealer of the Year for Georgia.***

2018 Ford Mustang Coupe

**More Power and Torque
Than Ever Before.**

The 2018 5.0L Mustang is the latest in a long line of legendary V8s. Can't hurt that it's faster and more powerful than any of the 5.0L engines to come before it, thanks to a new port fuel and direct injection. We're talking 460 horses and 420 lb.-ft. of torque



2018 Ford F-150 Crew Cab

**YOU CAN'T DO BETTER THAN
BEST-IN-CLASS**

The 2018 F-150 is sporting its most advanced powertrain lineup ever. You want best-in-class payload? You got it ... up to 3,270 lbs. How about best-in-class towing? Try up to 13,200 lbs. for size. With choices that specialize in capability, efficiency and everything in between, F-150 can get the job done ... and then some.



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SOCIAL MEDIA

connections to the 36TH

#AIAS18

ATLANTA INTERNATIONAL
Auto Show

Social Media

Welcome to the 2018 Atlanta International Auto Show! This year's show includes over 25 manufacturers showcasing their newest and most exciting models! You will have the chance to see/touch the vehicles on the show floor, participate in test drives at the "Ride & Drives" and also snap lots of photos with special guest appearances from Spider-Man, Black Panther and Scooby-Doo! Make your time here memorable and share your favorite moments/highlights with us on social media!

By Betsy Griffin

Director of Marketing
& Social Media
MAADA



Join the Online Community!

The Atlanta International Auto Show is on

Facebook (www.facebook.com/goautoshow)

Twitter (@ATLAUTOSHOW)

Instagram ([atl_autoshow](https://www.instagram.com/atl_autoshow)) and

YouTube (www.youtube.com/goautoshow).

Connect with our pages for insider information on the Auto Show, contests for free goodies (because who doesn't love FREE?), and more!

Photography Contest - #AIAS18!

Take part in the 2018 Photography Contest for chances to win prizes throughout the show (one winner will be selected each day) plus one GRAND PRIZE winner at the conclusion of the show! Additionally, each winning photo will be placed in the 2019 Show Guide! Participate in any (or all) of the below tasks for your chance to win. The more entries you submit, the higher your chances of winning! Use the event hashtag #AIAS18 on each submission.

- Snap a selfie on the show floor and caption it with your favorite part of the day
- Take a photo of your dream car and state why you love it
- Take a pic with one of the show characters (Spider-Man, Black Panther or Scooby-Doo)
- Take an artsy pic (depicting a cool shot of a car, a unique angle/perspective of the show, or a unique color palette in the pic)



Download the 2018 Atlanta International Auto Show Mobile App!

The 2018 Atlanta International Auto Show mobile app provides endless resources to make your experience more enjoyable - and everything you need is right at your fingertips! Download the free app for quick and easy access to all of the following:

- Auto Show FAQ guide with hours, event details, list of attractions, ticket/parking information and more!
- Details on the various Ride & Drives at the event including hours and vehicles available!
- Schedule of guest appearances throughout the show!
- The show guide/floorplan!

Any photographs taken by an attendee and captioned with the official show hashtag, #AIAS18, become property of the Atlanta International Auto Show and can be used in any marketing or promotions by the show.

DRIVE



Be sure to drive and experience the latest models from Chrysler, Dodge, Jeep®, Ram and FIAT right at the auto show. Check out the rugged and ready Jeep® Compass, the all-new Street Smart Chrysler Pacifica, stunning FIAT 124 Spider and the muscle of Dodge Challenger!

Wednesday, March 21, 2018

Thursday, March 22, 2018

Friday, March 23, 2018

Saturday, March 24, 2018

Sunday, March 25, 2018

12:00 PM to 8:00 PM

12:00 PM to 8:00 PM

12:00 PM to 8:00 PM

10:00 AM to 8:00 PM

10:00 AM to 8:00 PM



Test drive the vehicles below at the auto show*:

Chrysler Pacifica

Chrysler 300

Jeep® Compass

Jeep® Cherokee

Jeep® Grand Cherokee

Dodge Challenger

Dodge Charger

Dodge Durango

Fiat 500

Fiat 500X

Fiat 124 Spider

Ram 1500

*Visit the auto show display for details. Vehicles and hours of operation are subject to change without notice. Registration closes 30-60 minutes prior to close of drive hours listed above. Drivers must be 18 years of age or older, present a valid driver's license and pass a breathalyzer. Passengers must be 8 years of age or older and accompanied by a legal parent or guardian if under 18. FCA US LLC reserves the right to refuse participation in this event to individuals at any time for any reason. Please drive safely. ©2017 FCA US LLC. All Rights Reserved. Chrysler, Dodge, Jeep and Ram are registered trademarks of FCA US LLC. FIAT is a registered trademark of FCA Group Marketing S.p.A., used under license by FCA US LLC.



PHOTOGRAPHY CONTEST WINNERS

AT THE 35TH ATLANTA INTERNATIONAL AUTO SHOW



(#AIAS17)

By **Betsy Griffin**
 Director of Marketing
 & Social Media
 MAADA

Grand Prize Winner (Day 4 Photo)
 Instagram @purposetraveler



Social Media was a big hit at the 2017 Atlanta International Auto Show! Attendees enjoyed connecting online via Facebook, Twitter, Instagram, YouTube and the official Auto Show phone app!

The show's hashtag, **#AIAS17**, was consistently tagged in posts and reached thousands of people across the social media channels. One of the key highlights this year was the Social Media Photography Contest! Each day of the show, attendees had the chance to win the Photo of the Day. At the end of the show, one of the daily winners was selected for the ultimate Grand Prize. The objective was simple – take a photo and caption it with the show hashtag to be entered into the contest. The more photos, the better chances of winning!

There were so many great submissions that this was no easy task. However, after careful review, we selected each photo that we felt best represented the show. Each of the daily winners won eight tickets to the 2018 Auto Show (a \$96 value) and also won a display of their photos in the 2018 Show Guide.

Immediately following the show, we took the five winning photos and placed them online for the public to vote on their favorite photo to take home the Grand Prize! The Grand Prize winner won the aforementioned Auto Show tickets and placement in 2018 Show Guide PLUS a \$50 Visa Gift Card. Check out last year's winners (and be sure to join in the fun this year!)

BE SURE TO JOIN IN THE FUN THIS YEAR!
SEE PAGE 38 FOR DETAILS!



Day 1 Winning Photo
 Instagram @kendra.pierson
 40 GOAUTOSHOW.COM



Day 3 Winning Photo
 Instagram @benzblogger



Day 2 Winning Photo
 Instagram @philip.lombardi



Day 5 Winning Photo
 Instagram @matak

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OF YOUR HEAD.**



THE NEW 2018

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TOYOTA

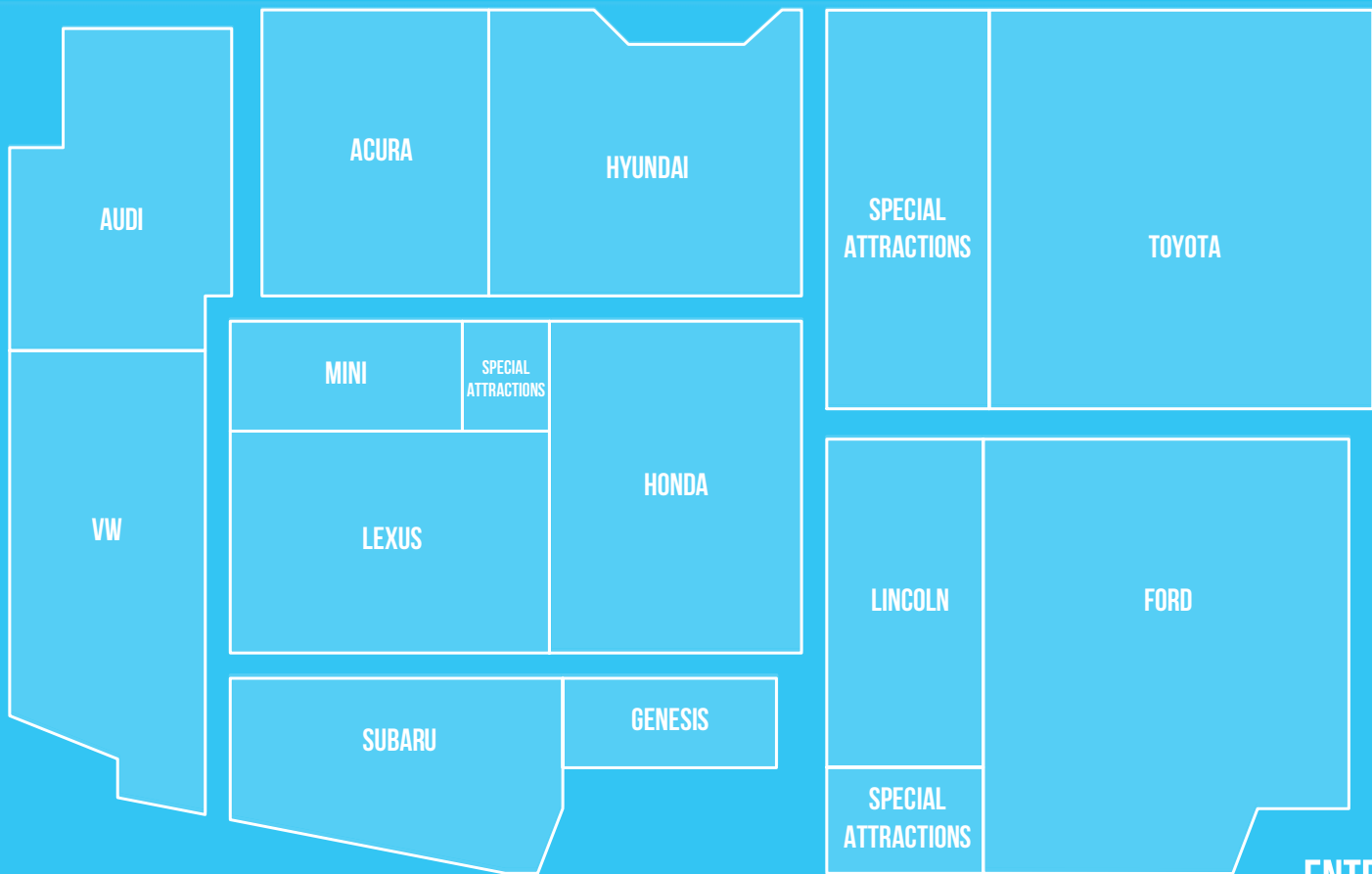
Let's
Go
Places

ATLANTA INTERNATIONAL

AUTO SHOW



MARCH 21-25, 2018



ENTR

TICKET BOOTH

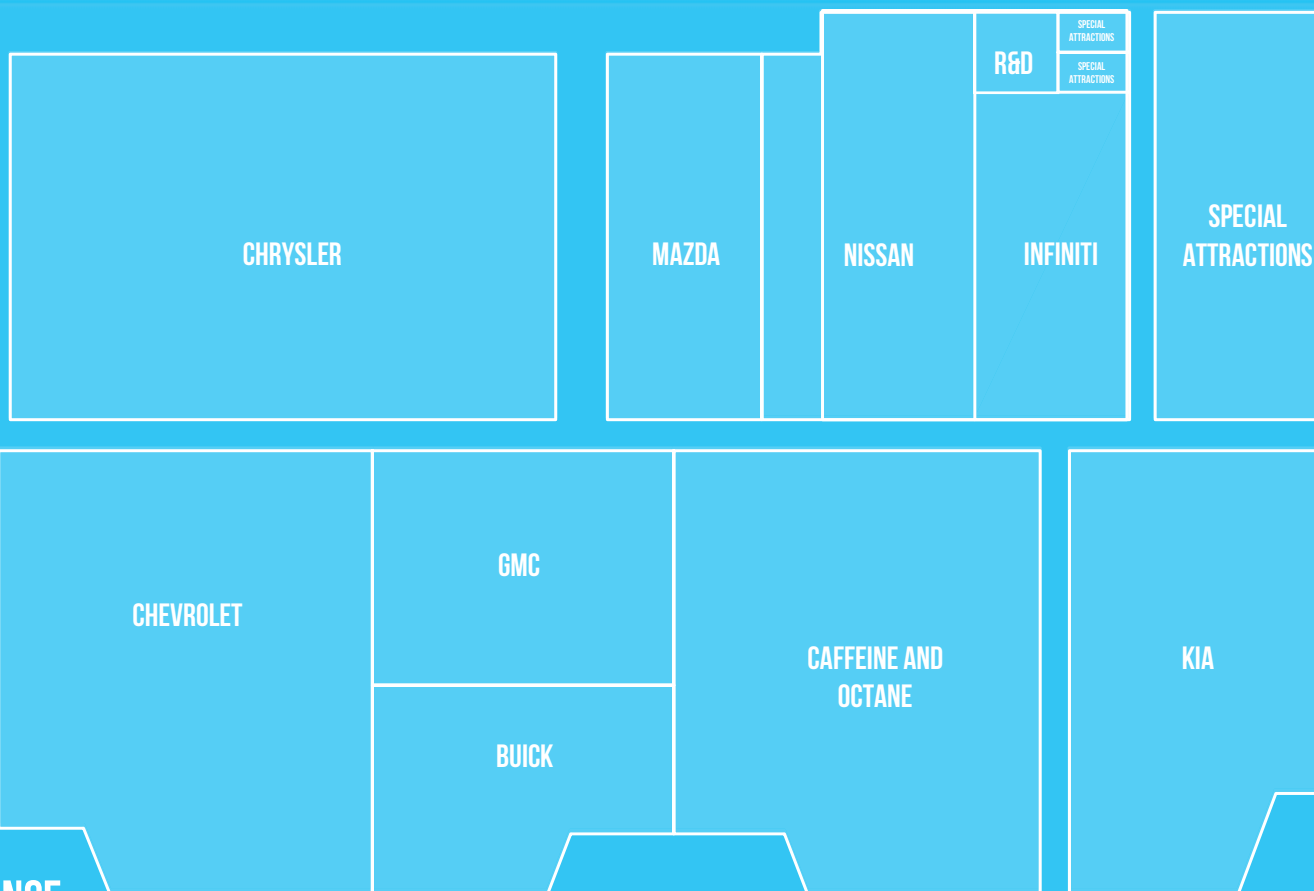


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AND FOLLOW/LIKE US ON

#AIAS18



GOAUTOSHOW.COM



RANCE

THE OFFICIAL SHOW MAP OF THE 2018
ATLANTA INTERNATIONAL AUTO SHOW

TIRES

ROLLING INTO THE AIRLESS FUTURE



By Ryan R Rees

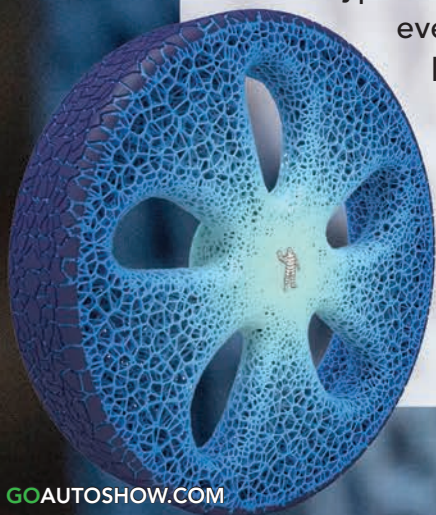
Ryan Rees has been writing about automobiles and automotive subjects for some 50 years. A former newspaper writer, editor and columnist, he also has been involved in motorsport public relations. Until retiring to southern Utah recently, he and his wife, Marilyn, wrote a popular weekly auto review column, The Car Couple.



When it comes to automotive care, few people give their tires a second thought.

Few people take the time to regularly check the air pressure in their tires, the alignment or balance. According to tire manufacturers, a typical passenger car tire can lose up to 1 percent of its air every month. Over time, that can add up to a substantial loss of air and cause irregular wear and contribute to decreased fuel economy.

The tires everyone is accustomed to were first developed in 1888 by John Dunlop. The doughnut-shaped black tires are known as pneumatic, or air-filled tires, and are produced in some 455 factories around the world.



Tires have undergone several changes through the years with tubeless tires becoming prevalent in the 1940s. Radial tires came on the market a decade later and run-flat tires are a recent addition. All the changes have made tires that last longer, give better traction and reduce the amount of rubber being used.

However, tire technology is undergoing a major radical change in the near future.

Today, several manufacturers are exploring airless tires that ride on a solid hub with flexible polyurethane spokes and an outer band of rubber tread. The inner spokes absorb road forces while driving, same as pneumatic tires.

Michelin, one of the forerunners in this technology says its "Tweels" will last three times as long as a traditional tire but use much less rubber because only the outer tread needs to be created or disposed of, not the entire tire.

While some of its products are down the road, some versions of the Tweels are being used now on commercial vehicles such as bobcat loaders in low speed applications.

Michelin is also developing a tire concept it calls Vision. This technology involves airless construction from renewable sources that can be "recharged" with 3D printing of the tread portion to adapt to different driving conditions in different

seasons and different conditions such as snow or sand. The structure of the tire can also monitor road conditions and send that information to the driver.

Korean manufacturer, Hankook, is working in a different way using geometric construction to create tires that never go flat because they aren't filled with air. The non-pneumatic tires are comprised of three main features, the center frame, the geometric inner core and the outer layer with a rubber tread. The center frame eliminates the need for retrofitting existing vehicles because it can be manufactured to meet current measurements.

In testing, the innovative iFlex tires have reached 80 miles per hour without incident and withstood severe curves, braking and acceleration.

At Bridgestone, new technology is based on a concept called Contact Area Information Sensing (CAIS). The future technology collects data and evaluates road surface condition information in seven categories and transfers that information to the driver through an in-car display. This information can allow a driver to react quicker to changing road conditions, especially in colder climates where snow, ice and especially black ice can be a problem.

For more than 130 years, tires have primarily been made of rubber. However, Goodyear is working with DuPont to develop

what it calls Biolsoprene, a bio-based alternative to petroleum-based isoprene. The development will help reduce the tire and rubber industry's dependence on products derived from oil.

Two unique products they are working with are soybean oil and rice husk waste.

Using soybean oil can potentially increase tread life by 10 percent and greatly reduce petroleum-based oil products, according to the company.

Rice husk waste is usually headed for landfills but the ash from burning the husks to produce electricity and become an environmentally friendly source for silica to be used in tires.

But until some of these innovative future products actually reach the marketplace, it's still a good idea to regularly check your tire pressure.

And, if you've forgotten the age-old axiom, you can test your tire tread wear by sticking a penny into the groove with Lincoln's head upside down and facing you. If you see all of Lincoln's head, it's time to replace your tires. And you might be able to replace them with tires that do not require air in the near future.



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Discount as a result of tripling Auto Show Bonus. Residency restrictions apply. See Dealer for details. Offer Valid through 3/31/18.



GEORGIA TEENS HELP SPREAD THE WORD ABOUT DISTRACTED DRIVING

Last year, The Atlanta International Auto Show and The National Road Safety Foundation (NRSF) launched the Drive Safe Atlanta PSA Contest, which invited young people from throughout the Peachtree State to submit their ideas for a public service message warning of the dangers of distracted driving.

Distracted driving is a major problem; it's a factor in more than 3,300 traffic fatalities every year. Teen drivers, who have less experience behind the wheel, are especially at risk.

That's why The NRSF and the Atlanta Auto Show teamed up to engage young people in helping spread the word about distracted driving to their peers, their families and all Georgia drivers.

Distraction is caused by much more than cellphones and texting, although those are the things that get the most attention. "Distraction can come from anything that takes your eyes and your mind off the road," says Michelle Anderson of The National Road Safety Foundation, a non-profit group that's been

addressing driver safety issues for 55 years with free videos and teaching materials.

Last year's winner was Gabriel Howland, a student at the Atlanta Neighborhood Charter School. He won \$2,000 and the chance to work with an Emmy Award-winning director to make his concept into a 30-second TV spot that had its debut at the Atlanta Auto Show before airing nationwide on more than 150 TV stations on "Teen Kids News." This year's winner will be announced at the Auto Show and his or her PSA will be shown on TV nationwide. You can see Gabriel's spot and this year's winner online at www.nrsf.org/teenlane/contests/drivesafeatlanta.



left to right: David Reich, NRSF; Harris Blackwood, Director, Georgia Governor's Office of Highway Safety; 2017 Winner, Gabriel Howland; Aaron Goodson, Teacher at Atlanta Neighborhood Charter School; Michelle Anderson, NRSF.



ATLANTA INTERNATIONAL
AUTO SHOW

**YOU CAN WIN
\$2,000!**

The National Road Safety Foundation and The Atlanta International Auto Show invite Georgia teens ages 13 - 19 to watch for next year's Drive Safe Atlanta Contest, which will be open after Jan. 1, 2019. Watch for details at

www.teenlane.org.





YOUR NEXT DRIVE STARTS HERE

Now is your chance to test drive the latest Ford vehicles at our Ride and Drive event right outside.

WEDNESDAY, MARCH 21:

12 PM – 7 PM

THURSDAY, MARCH 22:

12 – 7 PM

FRIDAY, MARCH 23:

12 PM – 7 PM

SATURDAY, MARCH 24:

10 AM – 7 PM

SUNDAY, MARCH 25:

10 AM – 7 PM

CHECK TO PROTECT



By National Safety Council

ABOUT CHECK TO PROTECT

CHECK TO PROTECT is a national campaign to encourage drivers to check the recall status of their vehicle and have open recalls fixed immediately. It is led by the National Safety Council (NSC), along with founding coalition partner FCA US (Fiat Chrysler Automobiles). This campaign comes at a time when an unprecedented number of vehicles, 53 million, are on the road with unresolved safety recalls.¹ That's more than one in four cars on the road. This poses an urgent and serious risk to drivers and passengers.

The campaign is particularly focused on drivers of older (five years old or older) and used cars because the recall compliance completion rate is only 44 percent for these vehicles, compared to 83 percent for newer vehicles.² This may be because drivers of older and used vehicles are further removed from dealerships, and therefore may not be reached by the traditional recall notification systems.

CHECK TO PROTECT aims to reinforce the significant risks unaddressed recalls can pose for families. In a November 2016 survey of owners of older vehicles more than four in 10 respondents say they would wait to take in their car for repair if they received a recall notice (as opposed to getting the recall fixed immediately) and five percent say they wouldn't take in their car at all. In the survey, approximately one-third of respondents reported receiving a recall on their vehicle.

THERE IS A STRONG NEED TO RAISE AWARENESS OF NHTSA'S ONLINE VIN LOOKUP TOOL.

According to a November 2016 survey of older and used car owners, nearly 70 percent of respondents reported they would be very likely to check to see if their vehicle has an outstanding recall, and more than 70 percent said checking via a website would be their preferred method.ⁱⁱⁱ However, research by the Auto Alliance (Alliance of Automobile Manufacturers) and Global Automakers found that only four in 10 respondents knew the NHTSA VIN lookup tool existed.^{iv}

CHECKING A VEHICLE'S RECALL STATUS IS EASY.



Drivers can enter their vehicle identification number (VIN) at checktoprotect.org or directly on NHTSA's website for a full report of their vehicle's recall status. The 17-digit VIN can be found in the lower left corner of a car's windshield or on the inside of the driver-side door. It is also located on a car's registration card and possibly on insurance documentation. Getting a recall repaired is free of charge to the vehicle owner.

CHECK TO PROTECT IS LOOKING AHEAD FOR LONG-TERM SOLUTIONS TO RECALL NONCOMPLIANCE.

CHECK TO PROTECT aims to bring together the automotive industry, traffic safety advocacy groups and federal and state government to help overcome barriers to recall compliance.

Drivers report not addressing a recall for a variety of reasons.^v

- *They don't have time:* Many report they either do not have time or are waiting for a more convenient time to take their car to the dealership.
- *They deem the recall not serious:* Vehicle owners tend to make their own judgments about the severity of their recall. Respondents said they waited because the recall was not serious or concerning enough to get fixed, and some said they would wait until the recall became an issue before taking it in for repair.
- *They are waiting on the automaker or dealership:* Sometimes the parts needed to address a recall are not immediately available from the dealership, causing owners to delay taking their vehicle in for repair.



In July 2017, **CHECK TO PROTECT** launched a nation-wide advertising and outreach campaign to motivate vehicle owners to check the recall status of their vehicles and encourage them to visit a dealership for a free recall repair.

CHECK TO PROTECT was launched in summer 2017 by the National Safety Council and FCA US. FCA US is providing the initial funding for **CHECK TO PROTECT**, but coalition membership is open to all automakers and traffic safety advocacy groups in the United States.



CheckToProtect.org for auto recalls

ⁱ NHTSA Annual Recall Data

ⁱⁱ In August 2015, The Auto Alliance and Global Automakers conducted a national online survey of 1,500 vehicle owners, including more than 1,000 owners who had received a recall in the previous 1-2 years.

ⁱⁱⁱ In October and November 2016, FCA conducted qualitative (focus groups) and quantitative (national online survey) research among drivers of older vehicles (5+ years) or used cars.

^{iv} In August 2015, The Auto Alliance and Global Automakers conducted a national online survey of 1,500 vehicle owners, including more than 1,000 owners who had received a recall in the previous 1-2 years.

^v In October and November 2016, FCA conducted qualitative (focus groups) and quantitative (national online survey) research among drivers of older vehicles (5+ years) or used cars.



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DRIVE A TOYOTA TODAY

A COMPLIMENTARY GIFT IS JUST STEPS AWAY!*



**REGISTER IN THE LOBBY
AT THE MAIN ENTRANCE**

DRIVE HOURS:

Thursday–Friday, March 22–23
12:00 noon–8:00 p.m.

Saturday–Sunday, March 24–25
10:00 a.m.–6:00 p.m.

Prototypes shown with options. Production models may vary.
*While supplies last. Drivers must be 18 years or older and present a valid driver's license.



**Let's
Go
Places**

ESTABLISHED IN 2006



HIT TV SHOW
ON THE

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OCTANE
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ALL MAKES,
ALL MODEL,
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LARGEST MONTHLY CAR SHOW IN AMERICA



Over 15,000 spectators and 2500+ vehicles each month!

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The show is a **HIT**...



The Caffeine and Octane TV Show airs on NBC Sports Network. Season One premiered in February 2017 followed by Season Two in October of 2017. **Season Three is set to air in prime time this Summer 2018.** The show is now available On-Demand and through a Sling subscription if you are not a cable subscriber.



The Caffeine and Octane TV show celebrates real automotive enthusiasts! No fake drama, just real stories of people and their passion for cars.

... Highest rated show on NBC Sports Network on Thursdays



THE CAFFEINE AND OCTANE TV SHOW HOSTS ARE SOME OF THE MOST KNOWLEDGEABLE IN THE INDUSTRY.

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**THE MOST AWARDED AND
FASTEST GROWING BRAND,
THE LAST FOUR YEARS OVERALL.¹**



CRUZE



TRAVERSE



SILVERADO

¹ Based on total aggregate recognized industry awards and retail share gains, 2014–2017.



EQUINOX

MALIBU

TEST DRIVE THE LINEUP TODAY.

HOURS OF OPERATION

Saturday, March 24

10 a.m. to 6 p.m.

Sunday, March 25

10 a.m. to 6 p.m.

**Registration closes 60 minutes before the end of the event to ensure all who register have a chance to drive.*

• Drivers must be at least 18 years of age with a valid U.S. driver's license • Passengers must be at least 8 years old •
• Drivers and passengers must sign a liability waiver • Drivers must pass a Breathalyzer test •

FIND *NEW* ROADS™

CHEVROLET





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MORE RUBBER TO BURN.
MORE OPPORTUNITIES TO GRAB THE WHEEL IN ATLANTA.
MORE OF WHAT MATTERS.**



Visit our Ride & Drive events at the 2018 Atlanta International Auto Show to get behind the wheel for the full line of MINI vehicles, and see how MINI gives you more. This MINI test-drive experience is brought to you by your Atlanta MINI dealers.

Test-drive for yourself:

- Wednesday, March 21: 12 pm – 9 pm
- Thursday, March 22: 12 pm – 9 pm
- Friday, March 23: 12 pm – 10 pm
- Saturday, March 24: 10 am – 10 pm
- Sunday, March 25: 10 am – 8 pm

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ADAPTIVE FRONT-LIGHTING SYSTEM



WHEN EQUIPPED WITH AVAILABLE SMART CITY BRAKE SUPPORT¹
AND ADAPTIVE FRONT-LIGHTING SYSTEM

GET \$250 AUTO SHOW BONUS CASH ON OUR NEWEST MAZDA VEHICLES³
VISIT YOUR ATLANTA AREA MAZDA DEALER TODAY.

2018 MAZDA3 5-DOOR

A 2017 CAR AND DRIVER EDITORS' CHOICE:
COMPACTS

2017.5 MAZDA6

A 2017 CAR AND DRIVER EDITORS' CHOICE:
FAMILY SEDANS

OVERALL 5-STAR SAFETY RATING IN NHTSA
CRASH TESTS⁴

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MazdaUSA.com

¹Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. ² Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details.



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ADAPTIVE FRONT-LIGHTING SYSTEM



WHEN EQUIPPED WITH AVAILABLE SMART BRAKE SUPPORT²
AND ADAPTIVE FRONT-LIGHTING SYSTEM

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2018 MAZDA CX-9

CAR AND DRIVER'S 2018 10BEST
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³ Auto Show Bonus Cash available on new 2017, 2017.5 and 2018 Mazda vehicles purchased or leased from 3/21/18-4/2/18. Vehicle restrictions apply. No cash value. Limit one discount per customer, per vehicle. See participating dealers for complete details. ⁴ Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (www.SaferCar.gov).

AN IRONIC LOOK BACK AT THE WORLD'S Police Cars

For every law that's been made throughout history, some dang fool, somewhere, has broken it. Here are some of the novel ways law officers have taken to the road to track down the morally challenged.



c1880 Chicago Horse-Drawn Police Wagon

The windy city's finest, patiently waiting for the invention of motorized patrol cars.



1912 Ford Model T Paddy Wagon

Dedicated lawmen rounding up all the citizens they caught having fun on Sunday.

c1962 German Isetta State Police Car

Would love to have seen this little one-cylinder *bubble car* try to catch a Porsche 911 on the Autobahn.



1924 Los Angeles Holding Cell Sidecar

Perhaps the punishment for moving violations was 30 days in a moving jail.



c1960 Scottish Pedal-Powered (!) Police Car

This motorless wonder probably struggled to apprehend a fast-walking jaywalker.

A CLASSIC: 1963 Ford Galaxie 500 Police Interceptor

Hard to sneak up on speeders and other hoodlums when they learned to spot a 'cherry top' light from a mile away.



BY TOM TORTORICI

Tom writes about the fascinating social history of motor vehicles.



AN IRONIC LOOK BACK AT THE WORLD'S Fire Trucks

In the early days, a knocked-over kerosene lantern could set an entire neighborhood of wooden buildings ablaze. When the primitive fire rigs finally arrived, they squirted a little water as a token gesture, then waited for the inferno to burn itself out.



c1875 Horse-Drawn Hook & Ladder

Trudging uphill with just 3 horsepower, firemen had to get out and run alongside – then were too exhausted to actually fight the fire.



c1903 Steam-Powered Pumper

Pausing to take a picture before rushing to the orphanage fire.



1937 Seagrave Safety Sedan Limousine

While some firefighters clung to the backs of swerving trucks, Detroit crews – and their hoses – preferred to arrive in comfort and style.

c1953 Italian Fire Supply Rig

Made to squeeze through narrow, crowded city streets, these tiny 3-wheelers toted gear and water – hopefully to a small fire.



c1960 Japanese All-Terrain Water Tanker

If cars didn't get out of the way, well, it could always just roll over them.

A CLASSIC: 1955 Maxim Reserve Tanker

Some fire departments apparently decided a convertible would be nice for riding to fires on pleasant spring days.



[MORE >](#)

AN IRONIC LOOK BACK AT THE WORLD'S Ambulances

These days, you always pull over to let a speeding ambulance go by. But in times past, you might be sitting at the curb for a while, waiting for some of these old rigs to plod past on their way to the infirmary.

c1885 Canadian Horse-Drawn Ambulance



Why was it painted black like a hearse? Plainly, after a long, slow ride, things could go either way.



1914 City Ambulance

This crew looks like it was sent out for a typhoid epidemic, but is afraid to get out of the ambulance.



c1939 City Ambulance

Who knows whether it was fast or reliable, because in the art deco era, of course, it was all about elegant design.



c1928 French Motorcycle Sidecar Ambulance

With no suspension and cobblestone streets, patients arrived sicker than when they left.



1917 WWI Army Bicycle Ambulance

Hope the wounded soldier isn't in too much of a hurry, and the field hospital isn't on a hill.

A CLASSIC: 1964 Cadillac S&S Ambulance

The only icon of mid-century vehicle design that no one necessarily wanted to ride in.



DRIVE



Be sure to drive and experience the latest models from Chrysler, Dodge, Jeep®, Ram and FIAT right at the auto show. Check out the rugged and ready Jeep® Compass, the all-new Street Smart Chrysler Pacifica, stunning FIAT 124 Spider and the muscle of Dodge Challenger!

Wednesday, March 21, 2018

Thursday, March 22, 2018

Friday, March 23, 2018

Saturday, March 24, 2018

Sunday, March 25, 2018

12:00 PM to 8:00 PM

12:00 PM to 8:00 PM

12:00 PM to 8:00 PM

10:00 AM to 8:00 PM

10:00 AM to 8:00 PM



Test drive the vehicles below at the auto show*:

Chrysler Pacifica

Chrysler 300

Jeep® Compass

Jeep® Cherokee

Jeep® Grand Cherokee

Dodge Challenger

Dodge Charger

Dodge Durango

Fiat 500

Fiat 500X

Fiat 124 Spider

Ram 1500

*Visit the auto show display for details. Vehicles and hours of operation are subject to change without notice. Registration closes 30-60 minutes prior to close of drive hours listed above. Drivers must be 18 years of age or older, present a valid driver's license and pass a breathalyzer. Passengers must be 8 years of age or older and accompanied by a legal parent or guardian if under 18. FCA US LLC reserves the right to refuse participation in this event to individuals at any time for any reason. Please drive safely. ©2017 FCA US LLC. All Rights Reserved. Chrysler, Dodge, Jeep and Ram are registered trademarks of FCA US LLC. FIAT is a registered trademark of FCA Group Marketing S.p.A., used under license by FCA US LLC.



THE ALL-NEW 2018

stinger



**KIA STINGER NAMED AS BEST OF THE YEAR
IN *MOTORWEEK* 2018 DRIVERS' CHOICE AWARDS, THE TOP
HONOR GIVEN AMONGST THE 14-CATEGORY PROGRAM**

2018 Stinger GT shown with optional features, some features may vary. Limited quantities available in select markets.



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Ride & Drive Hours:

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10 AM – 7 PM

SUNDAY, MARCH 25:

10 AM – 7 PM

G A A M A

AWARDS BEST VEHICLES AT 2017

ATLANTA INTERNATIONAL AUTO SHOW

GAAMA's objective is to further professionalism of the automotive media, provide a forum for newsworthy people and products connected with the automotive industry and to bring together people whose activities are related to the field of automotive journalism, public relations and related fields for the mutual benefit of all parties.



JUDGES CHOICE:
KIA STINGER



Last year, journalists from the Greater Atlanta Automotive Media Association (GAAMA) selected the best of show at the 35th Annual Atlanta International Auto Show, produced by the Metro Atlanta Automobile Dealers Association (MAADA), and held at the Georgia World Congress Center from Wednesday, March 22, through Sunday, March 26.

"The Atlanta Auto Show is the biggest and best one yet," said Christopher Lawrence, president of GAMMA and president of AutoAcademics.net, an automotive consultancy that aims to assist consumers in making intelligent, unbiased, and logical automotive choices. "The judges cover the auto industry for a variety of outlets including newspapers, magazines and websites and looked at the cars for performance, value, new technology and overall experience. With increasing competition each year, it's a challenge to identify the best cars at the show."

The Kia Stinger won the Judges' Choice Award because of its progressive design, luxurious amenities, and performance-based componentry. It's a fastback sports sedan that is available in rear- or all-wheel drive, and hit showrooms at the end of 2017.

In addition to the Judges' Choice, the following vehicles were also cited by the judges as being best in their category:

- **Bang for the Buck:**
2017 Mazda MX-5 RF
- **Green:** 2017 Chevrolet Bolt
- **Luxury:** 2018 Lexus LS 500
- **Performance:**
2018 Mercedes-AMG GT C Roadster
- **SUV/Crossover:**
2018 Volkswagen Atlas
- **Truck:** 2017 Ford Raptor

The awards were presented at GAAMA's annual meeting that took place at the auto show.



BANG FOR THE BUCK
2017 MAZDA MX-5 RF



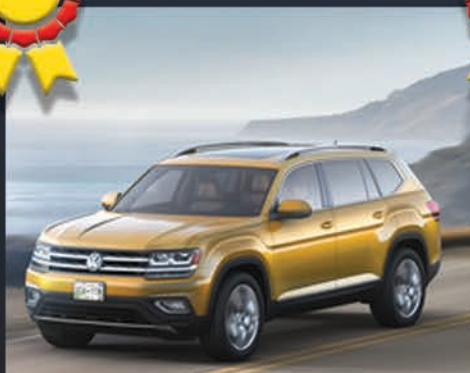
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2017 CHEVROLET BOLT



LUXURY
2018 LEXUS LS 500



PERFORMANCE
2018 MERCEDES-AMG
GT C ROADSTER



SUV/CROSSOVER
2018 VOLKSWAGEN ATLAS



TRUCK
2017 FORD RAPTOR

Nissan

Car manufacturers call it the democratization of technology when it filters down from expensive luxury nameplates to more affordable vehicles. Nissan offers an ideal example of that concept on its 2018 Nissan Rogue. It features – in fact, it's the first Nissan to feature – the Nissan ProPILOT Assist system. To qualify, a buyer must opt for the top grade Rogue, but it still costs less than \$35,000.

Nissan calls it hands-on-wheel technology, but it uses a camera mounted behind the rearview mirror to recognize the painted lines marking the lane and then keeps the Rogue in the center of the lane. It only works when lanes are clearly marked; but when that's the case, it will even steer Rogue through curves. ProPILOT only engages when the adaptive cruise control is on, which also maintains a safe distance from the vehicle in front of it. When necessary, the adaptive cruise will bring Rogue to a full stop and then accelerate when traffic begins moving again. ProPILOT will also be available on the 2018 Nissan Leaf.



By Russ Heaps

Russ Heaps has been covering the automotive industry since 1986. His car reviews and analysis have appeared in newspapers, magazines and the Internet. He is a charter member of GAAMA, the Greater Atlanta Automotive Media Association.

Audi

Traffic Jam Assist (TJA) is what Audi calls its low-speed autonomous system including both self braking and acceleration, as well as hands-free steering within a lane. For speeds of 37 miles per hour or less, TJA works in conjunction with the adaptive cruise control with stop & go to do the driving for short periods (15 seconds or so). This is the system found in the 2016 A4 and Q7. It is a Level 2 system.

Coming in the 2018 A8, though, will be Audi's Level 3 Traffic Jam Assist. Although the driver will still be ultimately responsible for what the car does, it will be able to take full command of the car at speeds up to 35 mph, as long as certain criteria are met. Like Cadillac's Super Cruise, the advanced TJA will monitor the driver's level of concentration. The system will also ensure the A8 is on a limited-access road with sufficient lane markings. In addition to the sensors and cameras widely used with all autonomous systems, the A8 will also employ a laser scanner with a 145-degree field of view.



When listening to the experts on future mobility, you will hear three central topics: electrification, car sharing and self driving. Today these are the three legs of the future-mobility stool. Of course, technology is moving at breakneck speed; so, this could all change tomorrow. But, as of now, these are the targets.

Virtually every carmaker is working on some sort of autonomous technology. Adaptive cruise control that maintains a preset distance from the car in front of it, and lane-departure warning that sounds an alert when the car drifts out of its lane

are technologies available in a wide range of cars. They are also a couple of the building blocks to fully autonomous vehicles (AVs).





SELF DRIVING CARS ARE COMING

The government and autonomous-technology developers have agreed upon a 6-tiered system for defining self-driving technology, from Level 0 with the human driver in full control to Level 5 that can operate without a human driver at all. Regardless of what a manufacturer might boast to the contrary, most of the autonomous systems found in 2018 cars are basically Level 2. Level 2 cars can assist the driver in steering, accelerating and braking, but the driver is still in full command. Level 3 cars still require a driver behind the wheel at the ready to regain control, but can operate fully on their own in certain situations, such as on a freeway. Because they are few and far between, even today's few Level 3 cars require a fully engaged driver.

Several carmakers now offer systems that straddle the line between Level 2 and Level 3. Although we are likely to see higher-end luxury brands with the first Level 4 and Level 5 AVs, mainstream carmakers like Nissan offer Level 2 autonomous systems now.

Hyundai

Hyundai has advanced the time line for officially launching its Highway Driving Assist 2 (HDA2) system. This will be, in essence, a Level 3 system capable of not only stopping and starting with traffic flow, as well as keeping within its lane, but will also be able to change lanes on its own. Originally planned for 2020, HDA2, Hyundai tells us it will now appear in some 2018 models.

In the meantime, though, some of this technology is already available in some of its 2018 vehicles. The Sonata, for example, offers a Tech Package with automatic emergency braking and pedestrian detection, lane-keep assist and smart cruise control with start-stop. Not as sophisticated as the HDA2 system, when equipped with the Tech Package, the current 2018 Sonata will basically steer itself, starting and stopping when necessary. The driver needs to keep some grasp of the steering wheel, but can let the car steer itself in many situations. It's clearly a Level 2 system.



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Volkswagen Driving Experience



Passat

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Volkswagen



THE METRO ATLANTA AUTOMOBILE DEALERS ASSOCIATION OFFERS **MANY** CAREER



Few businesses can match the efforts of the Metro Atlanta area franchised new car and truck dealers when it comes to offering great career opportunities. Just ask the thousands of employees who now enjoy working at these dealerships in jobs ranging from service technician to sales to finance.

Included among these thousands of employees are many who began their careers through training and job placement assistance at the Academy for Automotive Professionals in Atlanta. The Academy, founded by the Metro Atlanta Automobile Dealers Association (MAADA) in 1995, has trained over 48,000 individuals, earning it status as one of the premier automotive training institutes in the nation.

"The Academy offers entry level training for those who wish to pursue careers in sales or fixed operations," said

Shayne Wilson, President of MAADA. "There is always a need in our industry for qualified sales and tech professionals, and the Academy has proven to be a great solution for the employment needs of our over 150 dealer members."

"We have heard many success stories from people who have trained here in the past," added Randy Nelson, Vice President and Director of Education for MAADA. "We've seen recruits from our entry level sales class advance to top sellers in their dealerships in record time, with some going on to become managers and even dealers. We have heard great reports about many of the young people who completed our service technician training."

The Academy curriculum is handled by four full-time, highly experienced trainers. Their expertise has been sought out industry wide, with training services rendered in over 40 states and Canada.



OPPORTUNITIES

All of the Academy's local training programs take place at the MAADA training facility on Interstate North Parkway SE in Atlanta. This facility is unique in that it is the only one of its kind nationally that is owned and operated by an automotive dealer association for its members.

The Association's 40,000 square foot facility has four large classrooms that can be used for a multitude of training programs including Sales, Management and F&I training workshops. Each classroom is equipped with the latest technology. The fixed operations center has six service bays, a down draft spray booth, a frame machine and a detail workshop to provide real world, hands-on training in both service and collision.

The Academy offers many other training courses annually for its dealer

members, including Finance, Service Advisor, Sales and Management, Paintless Dent Removal, Detailing, Damage Analysis and Estimating, Windshield Repair and Headlight Restoration.

For more information on the Academy, please call 770-916-1741 from 8:00 a.m. – 4:00 p.m. Monday through Friday. Individuals can also apply for classes online by visiting www.maada.com. An interview process takes place prior to placement. Selected applicants will receive job placement assistance.



Shayne Wilson,
President of MAADA



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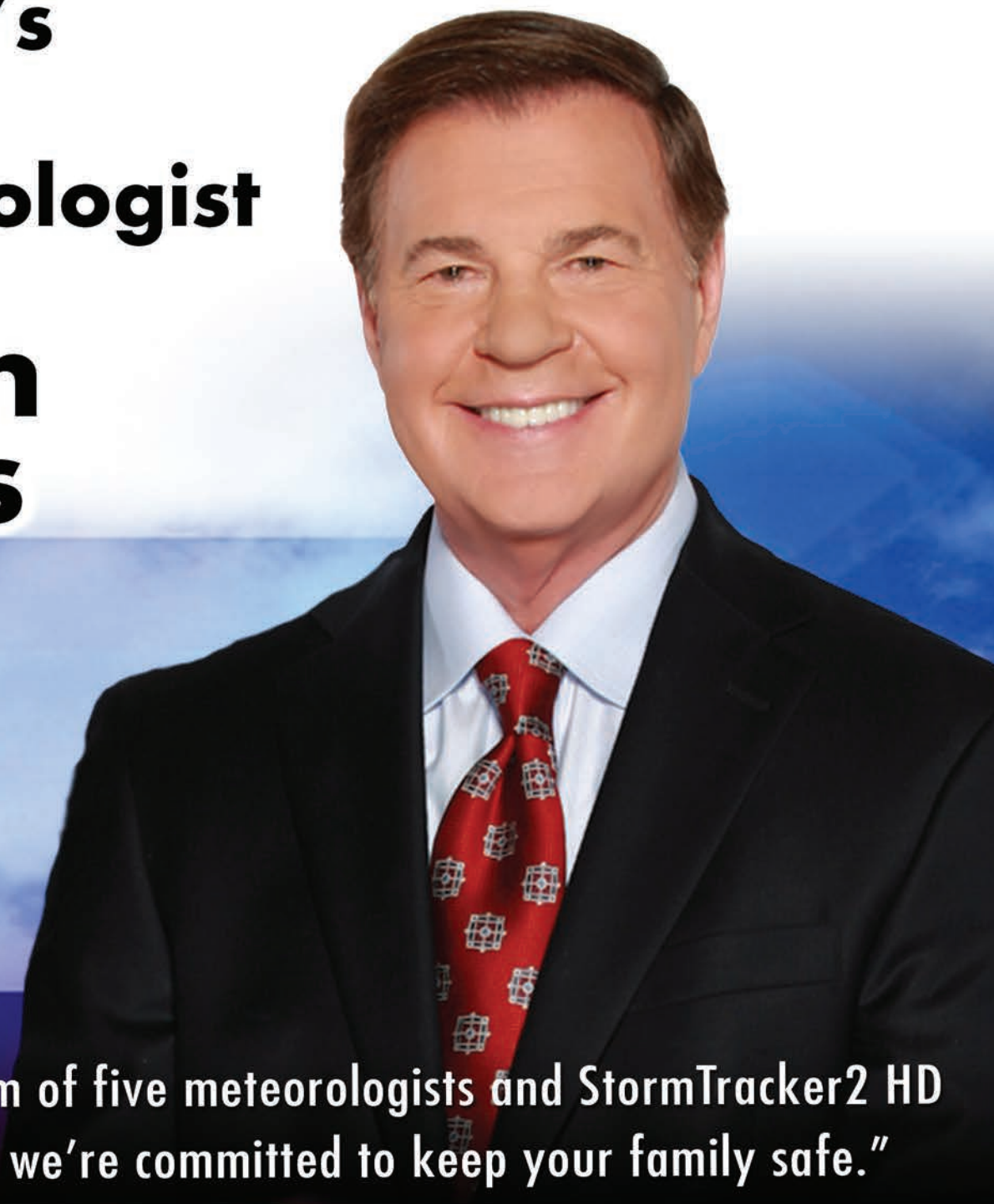
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