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**Media Contact:** Jessica Schmidt  
The Rogers Group  
310-552-4177  
[LAautoshow@rogerspr.com](mailto:LAautoshow@rogerspr.com)

## **Los Angeles Auto Show Opens Amid Improved New Vehicle Sales and Increasing Industry Optimism**

***More than 30 World and North American Debuts Unveiled at the Show***

**LOS ANGELES** – November, 2009 – The Los Angeles Auto Show, one of the top automotive events worldwide, opens Dec. 4-13 as optimism begins to return to the auto industry and vehicle sales show signs of recovery. The annual event, held at the Los Angeles Convention Center, will host more than 30 significant World and North American debuts and feature more than 900 vehicles from sports cars and sedans to crossovers and minivans.

World premieres range from the all-new 2011 Porsche Boxster Spyder roadster to the redesigned 2011 Toyota Sienna minivan. Small, more fuel-efficient vehicles are becoming increasingly popular and three such new vehicles making their North American debuts include the much anticipated Ford Fiesta, Chevrolet Cruze and Mazda2. Other premieres include the North American debut of the all-new Hyundai Tucson crossover and Kia's first U.S. built vehicle, the Kia Sorento crossover.

"As consumers start to show a renewed interest in buying vehicles, the auto show is the ideal place to experience all of the newest cars, trucks and vans being offered as well as get a look at some amazing concepts that provide a glimpse into the future," said Andy Fuzesi, general manager of the LA Auto Show.

The show also will feature more than 50 new "green" vehicles including hybrids, modern clean-diesel, electric, hydrogen fuel cell, natural gas and ethanol-powered vehicles. Hybrids still represent the largest volume of "green" vehicles including the much-anticipated Chevrolet Volt expected to be on sale in 2010 and the all-new Mercedes-Benz S400 Hybrid sedan. However, modern clean diesels like the Audi A3 TDI and Volkswagen Golf TDI are becoming increasingly popular. More than 10 new diesel models will be on display from several manufacturers.

Futuristic concept vehicles are more prevalent than in previous years and almost all showcase forward-looking green technology. Many concepts are focused on all-electric or partial-electric propulsion, including the Toyota Prius Plug-in Hybrid, Mitsubishi's PX-MiEV plug-in SUV and Audi's all-electric e-Tron based on the sporty R8. Also, Volkswagen will debut its ultra-high-mileage L1 that claims 170 mpg and runs on a 2-cylinder, turbo-diesel, hybrid motor.

With more than 20 luxury vehicles making their debut, this year's LA Auto Show also has plenty of luxury and performance vehicles to show off. Highlights include Rolls-Royce's all-new, \$250,000 vehicle called the Ghost and the first supercar from Lexus, the \$375,000 Lexus LFA. A few other notable luxury vehicles at the show include the convertible Audi R8 Spyder, Mercedes-Benz's SLS AMG featuring its classic gull-wing doors and Porsche's first four-door sedan, the Panamera.

The LA Auto Show is also an excellent opportunity for consumers to see the newest automotive accessories and customizing trends. Everything from custom wheels, tires and performance products to the latest mobile audio and entertainment systems can be found in Kentia Hall.

A new feature for this year's show is the Kid's Fun Zone, which is open both weekends and has fun for kids of all ages. This play area will offer video games, toy car rides and a variety of other games, crafts and activities free to show attendees. With free admission for kids 12 and under, the LA Auto Show continues to be a popular and affordable destination for families. Also, with a dozen new restaurants across the street at the LA Live entertainment complex, show attendees have new dining choices to enhance their auto show experience.

The LA Auto Show is open to the public Dec. 4-13. Hours are:

Weekdays:	11:00 a.m. – 10:00 p.m.
Saturdays:	9:00 a.m. – 10:00 p.m.
Sundays:	9:00 a.m. – 8:00 p.m.

Ticket prices are \$12 for adults and \$2-off discount coupons, good for any day of the show, can be found at [LAautoshow.com](http://LAautoshow.com). Children 12 and under are admitted free when accompanied by an adult. For general information, please visit [LAautoshow.com](http://LAautoshow.com). Also, to receive insider information, connect with other show enthusiasts and be the first to take advantage of new promotions, follow the LA Auto Show on Twitter at [twitter.com/LAAutoShow](https://twitter.com/LAAutoShow) and visit its Facebook page at [facebook.com/LosAngelesAutoShow](https://facebook.com/LosAngelesAutoShow).

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