

The logo for the Philadelphia Auto Show features a stylized 'A' composed of colorful brushstrokes in red, green, and blue. To the right of the 'A', the words 'AUTO SHOW' are written in a large, bold, black sans-serif font, with 'PHILADELPHIA' in a smaller, green sans-serif font directly below it.

# AUTO SHOW PHILADELPHIA

## MEDIA RELEASE

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### **2019 Philadelphia Auto Show Welcomes Largest Crowds in 15 Years**

*--More than 257,000 people attended the 2019 event, making it the second largest Philadelphia Auto Show ever--*

**East Norriton, Pa., Feb. 14, 2019** – The Auto Dealers Association of Greater Philadelphia (ADAGP), owner and producer of the Philadelphia Auto Show, is proud to announce that 257,515 people attended the 2019 Philadelphia Auto Show, making it the second largest show in its rich 118-year history.

“There is no better testament to the value that an auto show brings to the consumer-research process than experiencing crowds of this size,” said Kevin Mazzucola, executive director of the event. “People are lining up at the door and purchasing tickets to attend at near-record pace. There is such a hunger for this hands-on experience. They need it and quite frankly, expect it.”

As one of the nation’s largest consumer auto shows, the Philadelphia Auto Show annually welcomes hundreds of thousands of attendees and has a proven track record of influence on consumers in the region. Post-event surveys conducted by Analytic Business Services (AnaBus) have historically reported that nearly 50 percent of Philadelphia Auto Show attendees go on to purchase a vehicle within 12 months of their Auto Show visit, which translates to billions in sales regionally.

The 2019 Philadelphia Auto Show marked the 118<sup>th</sup> edition of the event, which had a 750,000 square foot display floor that showcased an array of the newest pre-production models, Super Cars, Exotics, Classics, Hollywood rides and the latest in after-market automotive design. For updates on future shows, please monitor [phillyautoshow.com](http://phillyautoshow.com).

#### **About the ADAGP and Auto Dealers CARing for Kids Foundation**

The Auto Dealers Association of Greater Philadelphia (ADAGP), established in 1904, is the oldest association of its kind in the nation. Comprised of 190 franchised new car and truck dealers throughout the five-county Philadelphia area, the Association owns and produces the Philadelphia Auto Show. The Auto Dealers CARing for Kids Foundation is the philanthropic arm of the ADAGP. It is a 501(c)(3) public charity that aims to enhance and enrich the lives of children in the communities where its dealer members work and live. Since its incorporation in 2003, the Foundation has contributed more than \$12.9 million to area children’s charities and organizations.

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