



## MEDIA RELEASE

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### **2020 Philadelphia Auto Show To Be Open For 10 Days**

*--Event Will Run Through President's Day Weekend--*

**East Norriton, Pa., Dec. 19, 2019** – The Philadelphia Auto Show proudly returns to the Pennsylvania Convention Center February 8-17. This is the first time in decades the event will be held for 10 days. Media Preview Day and the Black Tie Tailgate are set for Feb. 7.

“We are incredibly excited to be able to take advantage of the holiday weekend and stay open for 10 days this year,” said Philadelphia Auto Show Director Mike Gempp. “The days surrounding President’s Day are always a strong time period for the retail automotive industry. And, the Philadelphia Auto Show is always a strong influencer on purchasing decisions happening during that time period (as well as beyond). Therefore, it only makes sense for us to stay open over the holiday and give our attendees more access to something that’s become so vital in their vehicle-researching process.”

As one of the nation’s largest consumer auto shows, the Philadelphia Auto Show annually welcomes approximately 250,000 attendees and has a proven track record of influence on consumers in the region. Every year, an average of 90 percent of attendees who are in the market for a new vehicle report that their purchasing decision is influenced by the show, which translates to billions in sales regionally.

Key highlights of this year’s Philadelphia Auto Show will include the return of dozens of global manufacturers to the show floor displaying their latest product to hit the market as well as an array of additional displays featuring exotic vehicles, super cars, classic automobiles, after-market rides, Hollywood cars and more.

A full list of featured vehicles and other details about the 2020 Philadelphia Auto Show will be announced closer to the event. Please monitor [phillyautoshow.com](http://phillyautoshow.com) for the latest updates. The Philadelphia Auto Show welcomes State Farm and Xfinity as its 2020 premier sponsors.

#### **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 \$13.7 million to area children’s charities and organizations.

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