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## 2019 TWIN CITIES AUTO SHOW

Presented by Speedway®

March 9 – 17 at the Minneapolis Convention Center

***Car of the Show Mercedes-Benz A-Class, Iconic Collection of Ford GTs, the Newest in EVs, Must-See Vehicles, Celebrity Appearances, Demonstrations and Attractions Galore: You Gotta Go to the Auto Show!***

**Minneapolis** (February 27, 2019) --- The 46<sup>th</sup> Annual Twin Cities Auto Show presented by Speedway® will roll into the Minneapolis Convention Center March 9 – 17, 2019. The event, the largest consumer show in the upper Midwest, is produced by the Greater Metropolitan Automobile Dealers Association of Minnesota, Inc. (GMADA).

The Twin Cities Auto Show is your chance to compare more than 600 vehicles from 35+ domestic and imported brands side by side - without driving all over town. This year's display of vehicles will be the largest in years featuring an estimated \$21 million in new vehicles and exhibits. Instead of just dreaming about it, the Twin Cities Auto Show is where you can sit behind the wheel in a compact, family sedan, SUV, truck, or luxury car.

The Twin Cities Auto Show presented by Speedway® has named the **2019 Mercedes-Benz A-Class "Car of the Show."** Models for the A-Class include the Front-Wheel Drive A 220 and the All-Wheel Drive A 220 4MATIC. The A-Class compact sedan is perfect for those looking to purchase a premium sedan at an affordable price point, with all the features you look for in a new car, including the all-new MBUX (Mercedes-Benz User Experience) infotainment system.

The MBUX infotainment system changes the game with a completely new user interface, natural speech recognition, touchscreen capabilities, and a new Touchpad. It incorporates artificial intelligence to improve the user experience, learning your habits over time and adapting to changes in patterns of behavior. The all-new 2019 A-Class is your gateway to the Mercedes-Benz brand- Designed with you in mind, all that's needed is your personal touch.



Feldmann Imports, Mercedes-Benz of St. Paul, Sears Imported Autos and the Twin Cities Auto Show will award one lucky Show attendee with a lease for their own 2019 Mercedes-Benz A-Class sedan. The public may **register to win** at the Show in the Main Entrance lobby and at the Mercedes-Benz display from March 9 to 13, 2019. The winner of the car will be announced on Friday, March 15, 2019.

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**Additional attractions for the 2019 Twin Cities Auto Show will include:**

- 🕒 The **Luxury Ballroom** which will feature more than \$2 million worth of lavish vehicles. Included in the Luxury Ballroom is **Acceleration Alley** showcasing the fastest vehicles offered by the luxury sports car industry --- all with \$75K+ price tags!
- **NEW:** The Twin Cities Auto Show is excited to celebrate the 50<sup>th</sup> Anniversary of the 1969 Ford Le Mans win by displaying **three historic Ford GTs**: a 1968 GT40, a 2006 GT, and an all-new custom 2018. Painted in the historic Gulf Oil Blue and Orange, these cars represent one of the most notorious stories in racing.



- 🕒 **New: Project Car Contest** – The top three finalists in this first-ever contest will be on display and up for public vote. The competition was open to auto enthusiasts who worked on, built, or customized their vehicle. Competing for the title of our inaugural Project Car Contest winner will be a 1967 Volkswagen VW III Fastback, 1968 Plymouth Barracuda, and a 2004 Nissan 350z. The public is encouraged to vote for their favorite on the Twin Cities Auto Show Facebook page. <https://www.facebook.com/TCAutoShow/>
- 🕒 **New: The first full-size LEGO Chevrolet replica:** a full-scale version of the 2019 Silverado 1500 LT Trail Boss pickup complete with the long bed. Created to promote "The LEGO Movie 2 The Second Part," the masterpiece consists of 334,544 individual pieces that took 18 LEGO master builders more than 2,000 hours to complete. This LEGO creation weighs in at 3,307 pounds. View a video on the creation of the LEGO Chevrolet here: <https://youtu.be/iTw8MHmPKUI>



- 🕒 Check out the latest in electric and hybrid vehicles in the **Electric Room sponsored by Great River Energy**. Drive Electric Minnesota and electric vehicle owners will also be on hand to answer questions and discuss "Plug in Minnesota," a service that provides information on charging stations along 1-35 and Highway 61.
- Visit the Electric Room to **register to win a lease for a 2019 Mitsubishi Outlander PHEV**. With an all-electric range of 22 miles and a combined range of 310 (electric and hybrid) you can easily commute to work electrically while still experiencing the flexibility to explore.
- Other **electrifying attractions** include: The latest in cutting edge technology with electric charging; the Jaguar I-PACE; a chance to chat with local EV owners; and learn how to power your electric vehicle with 100% renewable energy through the groundbreaking Revolt program made possible through Great River Energy and their 28 member-owning electric cooperatives.

- **Free VIP parking, charging, and entrance** to the Twin Cities Auto Show for electric vehicle drivers, thanks to Great River Energy. Parking is first come, first served, and located off 2<sup>nd</sup> street.  
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🕒 You have the great vehicle; now make it your own. At **Custom Garage** presented by Automotive Concepts, you'll be able to explore a wide range of opportunities to personalize your ride.

🕒 **“Ride & Drive”** – Show attendees can head outside, get behind the wheel and drive their choice of a new vehicle from a variety of manufacturers, including:

- The Xcel Energy Electric Test Drive - take a seat behind the wheel of two great plug-in vehicles: the Mitsubishi Outlander PHEV and the Nissan Leaf.
- Jaguar –the all-new Jaguar I-PACE
- Mazda Drive Experience – models to be announced
- Toyota – Camry, Corolla, Highlander and RAV4 Hybrid
- Volkswagen – Atlas, Golf GTI, Jetta, Passat, Tiguan

🕒 The fun and interactive **Camp Jeep** takes guests on an obstacle course ride that covers over 30,000 square feet on the show floor. Take a 4-wheel drive and experience a Trail Rated off-road adrenaline rush.

🕒 For 90 years, the members of the **Minnesota State Patrol** have provided assistance, education, and enforcement to state citizens. At the Twin Cities Auto Show, you'll have the opportunity to ask questions and learn more regarding the Minnesota State Patrol's mission to keep Minnesota's roadways safe.



🕒 **RAM Lobby Takeover** – RAM is presenting the ultimate showcase of their best trucks. Don't miss *MotorTrend's* Truck of the Year, the RAM 1500, and the all-new 2019 RAM HD in Lobby B.

🕒 **Free Gas for a Year Giveaway Sponsored by Speedway** - Visit Lobby D to enter to win.

🕒 Visit **The Neighborhood** powered by Millz House located just outside Hall E. It's a comfy resting space for you and a fun spot for kids featuring play spaces by Millz house.

🕒 **New:** What's 10-feet tall, 12 feet wide and weighs over five tons? **The RAMINATOR!** This RAM Heavy-Duty based monster truck will roll into the Chrysler Dodge Jeep area.



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🕒 The **University of Minnesota Solar Vehicle Project team and its student-created EOS II** will be at the Show on Saturday, March 9 and Sunday, March 10. The vehicle required more than 50,000 hours to build. It has competed in the 2017 Bridgestone World Solar Challenge in Australia, where it raced over 1,860 miles to become one of five cruiser class teams to finish, the 2018 American Solar Challenge, where it placed second, and the 2018 Formula Sun Grand Prix, where the EOS II won first place.

🕒 **NEW: Nissan Altima-TRAX** - See this one-of-a-kind promo vehicle, fresh off its debut in Cleveland.

## **2019 Auto Show Special Events and Celebrity Appearances**

🕒 **NEW: Saturdays, Sundays and Thursday: Subaru Loves Pets – Dog and Puppy Adoption Event** each Saturday and Sunday from 10 a.m. to 3 p.m. and Thursday, March 14 from 5 – 9 p.m. Meet your next best friend from Midwest Animal Rescue and Services.



🕒 **Saturday, March 9: Ron Schara**, long time host of “Minnesota Bound” will be at the GMC display from 1 – 3 p.m.

🕒 **Saturday, March 9:** Meet **Viking's Cornerback Xavier Rhodes** in the Hyundai Display from 1 - 2 p.m.

🕒 **Sunday, March 10:** Widower Matt Cardinal of Staples, Minn. will discuss the **dangers of impaired driving** from noon - 2 p.m. in the Minnesota State Patrol exhibit. Cardinal's wife died in a tragic car crash caused by a distracted driver.



🕒 **Sunday, March 10: Viking's Tight End Kyle Rudolph** will be at the Hyundai Display from 1 - 2 p.m.

🕒 **Sundays March 10 & 17:** The first 2,500 attendees to the Twin Cities Auto Show will receive a coupon for one **FREE any size Coffee, Fountain Drink or Speedy Freeze, complements of Speedway.**

🕒 **Tuesday, March 12: 5<sup>th</sup> Annual Military Appreciation Night** - Active military and veterans will receive free admission with valid military credentials courtesy of Toyota. Family and friends will receive \$2 off at the gate. A ceremony will be held at 7 p.m. to showcase our respect for all branches of the military. Our honored guest at the ceremony will be Major General Jon Jensen of the Minnesota National Guard.

🕒 **Friday, March 15: After Dark presented by *Minnesota Monthly*** - Specialty lighting will illuminate the Twin Cities Auto Show to produce a brilliant nighttime experience. The Auto Show will dim the house lights to allow guests to view an extravagant display of headlights, high beams, monitors, and doors lights.

🕒 **Saturday, March 16: John Randle, Vikings great and Pro Football Hall of Fame Inductee**, will be at GMC display from 1 – 2:30 p.m.

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**WEBSITE:** [TwinCitiesAutoShow.com](http://TwinCitiesAutoShow.com)

**HOURS:**

Saturdays	10 a.m. – 10 p.m.
Sundays	10 a.m. – 7 p.m.
Wednesday	10 a.m. – 10 p.m.
Monday, Tuesday and Thursday	4 – 10 p.m.
Friday	10 a.m. – 10 p.m.

**TICKETS:** \$12 for adults, \$10 if purchased online in advance  
\$6 for youth ages 11 – 15  
Children 10 and under are FREE  
All tickets are discounted to \$6 on Wednesday, March 13  
Discount coupons are available at participating Speedway stores and GMADA metro member auto dealerships.

**SOCIAL:** Follow us on Facebook, Instagram, Twitter and Snapchat.  
Twitter and Instagram: @TCAutoShow  
Facebook: TCAutoShow  
Snapchat: Tcautoshow  
Tag us: #TCAutoShow and #TCAS2019

**PRODUCER:** The Twin Cities Auto Show is produced by the Greater Metropolitan Automobile Dealers Association of Minnesota, Inc. (GMADA). The GMADA is an organization of 130 new car and truck franchised dealers in the Greater Minneapolis and St. Paul area. The 2019 GMADA Chair is Mike Roeder of Sears Imported Autos. GMADA President is Scott Lambert and the Auto Show Director is Mary Velline.

**SPONSORS:** Speedway, Automotive Concepts, Great River Energy, iHeart Radio, Millz House, Minnesota Propane Association, Toyota, Infinite Beauty, *Minnesota Monthly*, 10,000 Lakes Concours d'Elegance, T-Mobile, Xcel Energy, and DirectTV.

## **MEDIA NOTE**

**You are invited to attend the 2019 Twin Cities Auto Show Media Day  
on Saturday, March 9, 2019 from 8 – 10 a.m.**

Join us for an exclusive preview before the doors open to the public.

To RSVP, please email [molly@nemerfieger.com](mailto:molly@nemerfieger.com) by Thursday, March 7.

Your coverage of the Twin Cities Auto Show is most welcome.

We kindly request that you register for credentials.

To do so, please visit <http://twincitiesautoshow.com/media>

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