

2010 SACAUTOSHOW

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Sacramento International Auto Show Returns to Cal Expo Automotive Extravaganza Features Cars from Today, Tomorrow and Yesterday Plus Great Bargains for Families

Sacramento – The Sacramento International Auto Show returns to Cal Expo Friday, November 13 through Sunday, November 15, larger and more diverse than last year. Taking all 13 buildings and 300,000 feet of outdoor space, this year's show features new 2010 models alongside cars of the future and cars of yesterday.

Reacting to the economic climate was key in designing the Sacramento International Auto Show. This year's show is larger than last year's, featuring more car displays, expanded kid's play areas, increased concessions, and live entertainment. "We worked extra hard to create a great entertainment value for families and individuals," stated Sacramento International Auto Show producer Stacey Castle of Castle Communications, Inc. "We created a \$5 meal deal, increased our discount coupons to \$3 off and are providing parking free for the first 100 daily. Plus kids 12 and under are admitted free."

Added Castle, "I think this year's Auto Show will be incredibly fun for the consumer. Not only do they get to look at lots of the hot new 2010 product but there will be a large amount of special collection vehicles spanning from the early 1900's through 2012 concepts."

One of those concept cars is the Chevrolet Volt. This concept turned pre-production vehicle was the rage at Detroit when unveiled. After undergoing several design modifications since its world debut, this sleek, incredible electric battery-powered vehicle will make its Sacramento premiere in the Chevrolet Building in the GM Pavilion. Also in the GM Pavilion will be Cadillac, GMC Truck, Buick and Chevrolet Truck.

The Sacramento Auto Show will be a great place to test drive a vehicle with three different on-site Ride N Drives. In a first for Sacramento, Ford comes off the starting line with two on-site driving courses. The European version of the highly-anticipated Ford Fiesta can not only be viewed but will be available for test drives at the Ford Fiesta Movement Ride N Drive display. With the U.S. version being unveiled later this year in Los Angeles, it is a huge coup for Sacramento to be able to see and drive this incredibly fuel-efficient new vehicle. The Fiesta Movement Ride N Drive is located outside the Ford display in Building C.

For an additional Ford driving experience, the Ford Ride N Drive Corral will feature the rest of the Ford line-up including the newly redesigned 2010 Mustang - all available for a behind-the-wheel spin. The Ford Ride N Drive is located outside of Building D.

The Chevrolet Driving Experience returns again by popular demand. Last year show-goers were encouraged to put the new Corvette through its paces on a closed track. Joining the Corvette on this year's test track will also be the 2010 Camaro and sporty 2010 Malibu along with the rest of the Chevrolet line-up. The Chevrolet Driving Experience is located behind the Chevrolet Building in the GM Pavilion.

Other manufacturers to be seen at this year's Sac Auto Show are Acura, Chrysler, Dodge, Honda, Hyundai, Infiniti, Jeep, Kia, Lexus, Lincoln, Mercury, Mazda, Nissan, Scion, Subaru, Toyota and Volvo.

Renown as a leader of fuel efficient and hybrid vehicles, Toyota will be wowing the Sacramento crowds with their 2010 Highlander hybrid, which will be joined on the floor by the full line of Toyotas including Prius and Camry hybrids. The Toyota display can be found in the Pavilion Building.

The Buick brand continues to expand its cachet with yet another star in the GM line up. The all-new 2010 Lacrosse features a design so sleek and lines so incredible that it should make its European competition sit up and take notice. The Lacrosse can be viewed in the Buick Building in the GM Pavilion.

For those who want to get in touch with their soft side, that is their soft-top side, the all-new Nissan 370Z Roadster Convertible is the "highest ranked compact premium sporty car in initial quality", according to JD Powers and will be featured in the Elk Grove Nissan display in Building A.

For fuel efficiency without sacrificing mountain ruggedness, the 2010 Jeep Compass received the distinction as "Best-in-Class EPA Est. 4WD Highway MPG". It will be sharing the spotlight in the Jeep/Chrysler/Dodge display with the much-anticipated 2010 Dodge Ram Truck. This heavy-duty hauling machine comes with a pedigree of road-eating, manly toughness, making famous the question "That thing got a Hemi?". Both vehicles will be on display in the Pavilion Building.

Coming off the 2009 North American Car of the Year award, the Hyundai Genesis had every right to rest on its laurels, but no. This year's introduction to the 2010 line-up is the Genesis Coupe. A sportier two-door version of its namesake is bringing sexy back one delicious curve at a time. See the 2010 Genesis Coupe in the Hyundai display in Pavilion.

Collector cars are the rage at the Sac Auto Show. Taking up the entire Building B entrance mezzanine are the amazing cars of the EuroSunday Club. The public will be able to vote on their favorite rare and not-often-seen vehicles including Ferrari, Porsche Carrera, Jaguar, Pantera, Aston Martin and more in this 30-car collection. EuroSunday's participation is a fundraiser for the Sacramento Leukemia Society, and show-goers can cast a ballot for their favorite collector car and help a worthy local cause at the same time.

This year a new feature in the GM Pavilion will be Chevrolet Car Enthusiast Clubs featuring the crème de la crème of Camaros, Corvettes, and other Chevrolet collector cars. Headlining the GM Main Stage will be the popular music of Howlin' Alan, playing 80's and 90's cover songs all three days of the Auto Show.

The Sac Auto Show will be a stroll down memory lane featuring displays from the California Automobile Museum, Horseless Carriage Club of El Dorado, Antique Motorcycle Club of America, and even collector RV's from the Vintage Camper Society. Fast forward to the 40's, 50's and 60's with classic collector cars in the Autorama and the Golden State National Street Rod displays. Anyone selling or buying a pre-73 classic car, hot rod, motorcycle, trailer or project car will find that the Classic Car and Rod Sale in Building D is the place to be.

Race cars rule at the Sac Auto Show in the Infineon Raceway and Mazda Laguna Seca displays in Buildings A and B. For a smaller version of a speedy ride check out the RPM or Northern California Karters displays in the same building.

Americans love their cars, and sometimes that love turns into a different emotion - the kind that expresses itself in 10,000 pins glued to the hood. So what happens when artistic expression and a love of cars runs amok? Show-goers will get to see the results in the wacky, amusing Art Car exhibit. See five very unusual vehicles in this rolling art show located in Building C.

Alternative transportation vehicles also are starring at this year's Sac Auto Show. On view will be golf cars, scooters, ATV's, two- and three-wheel motorcycles, electric vehicles and even bicycles. On the larger end of alternative transportation are luxurious RV's spacious enough to call home. Accessories for the well-dressed car or truck's trailer hitch can be found in the Elk Grove Power Sports display. All are located in Buildings A and B.

Kid's are king with expanded children's entertainment and play areas in the Golden 1 Kid's Time Out and Kid's Time Out Too in Building B and Pavilion. Free Child IDs will be provided by the California Highway Patrol. Kids under 12 are always free and Sunday is Family Day with kids 16 and under accompanied by a paying adult admitted free.

New this year is the Sac Auto Show \$5 Meal Deal. \$5 will buy an entrée item and a large soda at a variety of food vendors throughout Cal Expo. Whether it is a delicious carved turkey sandwich dripping with gravy, a hamburger, burrito, grilled chicken sandwich or a half of a warm, cheesy pizza, dining at the Sac Auto Show this year is a spectacular deal.

First 100 park free daily. \$5 Meal Deal and \$3 off discount admission coupons are available at sacautoshow.com. Sac Auto Show tickets will be on sale at the door only. Admission is \$10 for adults, with children under 12 free. Sunday is Family Day with kids under 16 admitted free with a paying parent.

Sac Auto Show hours are: Friday, November 13, 10:00am-9:00pm; Saturday, November 14, 10:00am-8:00pm and Sunday, November 15, 10:00am-6:00pm. Sac Auto Show proceeds benefit the Professional Automotive Training Center Foundation -- a joint project of the Central Valley New Car Dealers Association, American River College, Cosumnes River College and Sierra College -- as well as other local causes. SACAUTOSHOW.com.

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