



Get car smart with Ride & Drives at the Portland International Auto Show

Test Drives allow consumers to get the real feel

For Immediate Release

Portland, Ore., Jan. 08, 2018 – The Ride & Drive. It’s been part of the car shopping experience forever, and is perhaps the most important tool to help would-be buyers choose the right make and model.

The 2018 Portland International Auto Show will once again present an opportunity to test that one special vehicle. Or 65 of them. Because that’s how many cars will be available during 12 Ride & Drive events from participating manufacturers. Ride & Drives will be staged around the Oregon Convention Center during the show’s run, Thurs., Jan. 25 – Sun., Jan. 28.

Manufacturers conducting Ride & Drives this year include Chevrolet, Chrysler, Dodge, Fiat, Ford, Jeep, Hyundai, Nissan, Ram, Subaru, Toyota, and Volkswagen. Most manufacturers provide vehicles across the product lineup, so expect a wide variety of cars and trucks, including electrics like the all-new 2018 Leaf.

Ride & Drives remain an integral part of the auto show experience because of the opportunities for drivers to learn the various advanced technology features that automakers now include in new vehicles. Especially important today, drivers can learn about the advanced safety and connectivity features such as crash avoidance systems, lane change warning systems, park-assist systems, and controlling entertainment functions with a smart device.

Back this year by popular demand as part of the Ford Ride & Drive is the Ford Food Truck Experience. Attendees will receive a voucher after a Ford test drive for free food from a different food truck each day. And as everyone knows, Portland and food trucks go hand-in-hand, so participants can expect the best. The Ford Food Truck Experience is in the Plaza across the street from the Convention Center.

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PIAS Ride & Drives, Page Two

Ride & Drive rules and times vary by manufacturer; please visit www.portlandautoshow.com for updates.

About the PIAS

Presented by the Metro Portland New Car Dealers Association, the PIAS is the largest Auto Show in the Pacific Northwest, and the largest show held at the Oregon Convention Center.

Show Dates:

Thurs., Jan. 25 – Sun., Jan. 28, 2018

Hours:

Thurs., Jan. 25	10 am – 10 pm
Fri., Jan. 26	10 am – 10 pm
Sat., Jan. 27	10 am – 10 pm
Sun., Jan. 28	10 am – 7 pm

Ticket prices:

Adults (13 and older)	\$12
Seniors	\$10
Military (with ID)	\$10
Children (7 – 12)	\$7*
Children 6 and under	Free
Family Four Pack	\$30**

*On Family Day, Sun., Jan. 28, children 12 and under are free when accompanied by a paid adult.

**Family Four Pack admits two adults / two children

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