



Virtual Reality is a Reality at 2018 Portland International Auto Show

Two automakers bring VR experiences to show

For Immediate Release

Portland, Ore., Jan. 08, 2018 – The Portland International Auto Show (PIAS) will feature two virtual reality (VR) experiences thanks to Nissan and Honda. The VR experiences will run for the duration of the show, which opens on Thurs., Jan. 25, and runs until Sun., Jan. 28, at the Oregon Convention Center.

In the Honda exhibit, courtesy of the Northwest Honda Dealers Association, show attendees will be treated to a virtual 360-degree view of the interior of the 300 hp turbo Honda Civic Type R as they take it on a test drive, experiencing the feel of the vehicle without leaving the show floor. As participants shift the gears and hear the rev of the engine, they can check out the view through the sunroof and side windows.

The simulator will respond to driver reactions in exactly the same way that a real Honda Civic Type R would, including acceleration, braking, and steering. The virtual test drive is located in the Honda exhibit on the main show floor and will be in operation during show hours.

Nissan's "Star Wars: Droid Repair Bay" is the official VR experience of "Star Wars: The Last Jedi," and is a requisite stop for any fan of VR *and* Star Wars. Created by ILMxLAB, the 8-minute experience puts users inside a virtual repair bay on General Leia's ship where they can interact with BB-8 and other brand-new droids created for this story. Nissan assures that anyone who misses this opportunity will have the chance to participate in the VR experience at select participating Nissan dealers across the country.

"These features are examples of the evolution and exciting direction of auto shows," says PIAS Director Jeff Fishback. "By offering guests experiential features, we, and the automakers, are able to immerse guests in future technology in an entertaining way."

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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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