



## **Auto Technology shines at 2018 Portland International Auto Show**

*Connected, green, electric tech highlighted at 2018 auto show*

**For Immediate Release**

**Portland, Ore., Jan. 08, 2018** – Portland is an epicenter for the advancement of automotive technology, and nowhere will that be more evident than at the Portland International Auto Show (PIAS), Thurs., Jan. 25 – Sun., Jan. 28, at the Oregon Convention Center.

To educate Portland residents on the technological advancements found in today's cars, from connected vehicle technology to electric and other alternative propulsion systems, the PIAS created several specialized areas that showcase the latest automakers are integrating into vehicles to make them smarter and safer.

### Tech Center

Entering its third year, the Tech Center will introduce show attendees to the latest level of automation available on most new-model vehicles, such as crash avoidance, adaptive cruise control, and lane departure warning systems. Guests can learn about connectivity via smart devices and various road usage apps, with downloads and live demos. Ford, Audi, BMW, Volkswagen, and Chevrolet will demonstrate their systems, and the Columbia Clean Cities Coalition will discuss the latest EVs and the Green Highway initiative.

### Electric Avenue

Forth presents Electric Avenue, this year located just outside the main show near the pendulum. Electric Avenue is opportunity for guests to learn about the latest in EV technology in an interactive setting. *(Note: automotive pundit and Portland resident Nik Miles predicts there will be 100 models of EVs on the road by 2022.)* Also, experience an EV at one of the show's many Ride & Drives. Among the topics explored by experts:

- innovations in charging stations
- use of clean energy for EV charging
- variety of EVs currently available
- new EV range reality
- savings and incentives

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EV Showcase

For the second year, the Oregon Electric Vehicle Association sponsors the EV Showcase, providing an entertaining way to learn about the wide variety of EVs available today. Many of the leading manufacturers, including Nissan, BMW, Mercedes, Audi, Kia, Chevrolet (including the Bolt), Smart, Fiat, FCA, Ford and others, will exhibit. OEVA will staff the exhibit, located in the EV Showcase within the Tech Center, with EV owners and experts to answer questions about the benefits of ownership and specific models on display. They will also present information on conversion of standard vehicles to EV. A drawing will be held with the winner receiving \$5,000 toward a down payment on a 2018 Prius PRime.

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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