



EV Revolution Lands at the Portland International Auto Show

Portland, Ore., Jan. 27, 2023 – The 2023 Portland International Auto Show (PIAS) opens its doors to an exciting, evolving automotive landscape Feb. 2-5, 2023 at the Oregon Convention Center. That landscape is decidedly electric, as global automakers drive toward the goal of sustainable transportation. And that means consumers and auto enthusiasts will have more EV choices than ever, along with hundreds of new gas-powered vehicles to examine, evaluate, and drive.

“There’s no denying that EVs are the future,” said Greg Remensperger, PIAS executive director. “We expect EVs to be a focal point of the show given their rapid adoption, and the increased number of models available to the consumer.”

Remensperger added that the EV movement was highlighted by the selection of two electric vehicles in the North American Car, Truck and Sport Utility Vehicle of the Year Awards announced recently in Detroit. He pointed to the selection of the Ford F-150 Lightning and Kia EV6 as milestones in the evolution of EVs to the mainstream, and the first time that two EVs won the award, presented by a jury of automotive journalists.

“Our show is about today... what you can buy now... but it’s also about bringing the future of automotive to our customers,” said Remensperger. “People can expect to learn about the next level of technology that powers the vehicle, as well as the remarkable technology found in the cockpit.”

The latest-model EVs, many of which will be on the show floor, or even available to drive, overcome many of the challenges faced by early adaptations, mainly related to driving range. Of all EVs on the market, range still varies considerably, from 100 miles to over 500 miles on various models, according to a list compiled by *Car and Driver Magazine*, but this offers a choice to consumers based on their individual driving habits and lifestyle, such as urban versus suburban, daily driver versus carpool, etc.

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The price of EVs, which early on was considered too expensive for many Americans, has stabilized, and now numerous models are available in the mid-\$40,000 – \$60,000 range. Considering that just a year ago, the average price of a new car, any car, was \$48,000 according to Kelley Blue Book, the cost of an EV is not considerably different from a gas-powered vehicle. Combined with tax incentives, which continue to play a strong role in supporting the growth of the EV segment, and reduced “fuel” costs, i.e., charging from using the electrical grid, EVs are beginning to make significantly more economical sense. And, in Oregon, with its leaning toward environmental consciousness, EVs seem the logical transportation choice moving forward.

In fact, Portland is in the spotlight when it comes to removing barriers to EV access and creatively working toward a fair and balanced approach to transportation electrification. Locally, a community organization peer-to-peer car sharing program was created and local organizations with deep community roots provided educational sessions to increase knowledge of EVs.

So, with all the good news, what’s holding it back? Charging is the next hurdle for the industry, according to experts. Currently, EVs make up .07 percent of the 281 million vehicles in operation, supported by 140,000 charging stations across the nation. With the EV market share projected to reach 40 percent by 2030, according to S & P Global Mobility forecasts, the need for swift development of the charging infrastructure is paramount. At the auto show, a number of examples of charging options and information about the growth of the charging infrastructure will be available in the popular Electric Avenue exhibit feature.

Automotive technology advances are not restricted to the propulsion system, either. The proof was at the recent CES in Las Vegas. While CES is a dreamland of “what could be,” many exhibitors also showed technology that could *soon* change the way we drive. Some of the wilder concepts featured color-changing cars, but on a more down-to-earth level, full heads-up displays that eliminate the dashboard display are on the near horizon, according to BMW.

Visitors to the Portland auto show can experience a CES-style exhibit that will surely draw a crowd: the “Hyundai Home Energy Ecosystem” is a service that enables customers to order and arrange for the installation of solar panels, home energy storage units, and, of course, a home EV charger. This ecosystem complements Hyundai’s new lineup of IONIQ EVs. Pretty cool. And pretty sure that a “home” of any kind has never been featured at the auto show.

But it’s not all EVs at the auto show. Visit www.portlandautoshow.com to check out the brands that will be at the show this year. Then come and see for yourself.

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 Hours:

Thurs., Feb. 2	10 am – 10 pm (Media Preview: 5-10 am)
Fri., Feb. 3	10 am – 10 pm
Sat., Feb. 4	10 am – 10 pm
Sun., Feb. 5	10 am – 7 pm

Ticket Prices:

Adult (ages 13-64):	\$15
Military (active-duty w/ID):	\$12 (one ticket per ID)
Senior (ages 65+):	\$12
Child (ages 7-12):	\$8 (Sunday, Feb. 5, is Family Day and children 12 & under are free when accompanied by an adult)
Child (6 & under):	Free (when accompanied by an adult)

Package Deals:

- Family 4-pack - (2) adults and (2) kids (7-12 yrs) - \$40
- Adult 4-pack - (4) adult tickets - \$50

PLEASE NOTE: Tickets are good for entrance into the show for one day only. Ticket holders are permitted to leave and reenter within that same day. Those who want to attend multiple days will need to buy a new ticket for each day they'd like to attend.

More Information:

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