



Prepared to be Electrified at the 2023 Portland International Auto Show
EVs abound at the Northwest's premier auto show

Portland, Ore., Jan. 27, 2023 – The 2023 Portland International Auto Show (PIAS) opens its doors to an exciting world of all things automotive Feb. 2-5, 2023 at the Oregon Convention Center. The biggest news this year is the number of mainstream EVs available to consumers that will be available for evaluation and to test drive. Manufacturers will also have the latest traditionally powered vehicles, along with all the features that show attendees have come to love.

The CARS

They are the main attraction, of course. Over 350 new model vehicles from 28 global vehicle brands for consumers to evaluate will be on site for the duration of the four-day event.

The Features

Electric Avenue: Taking the Mystery Out of EV Ownership

Bigger and bolder, Electric Avenue is an epic presentation of what is here now, and what's just around the corner in the future of transportation. The showcase will feature EVs (cars and trucks) and technology emphasizing Electric Fuel and its ease of use. Electric Avenue is an opportunity for guests to learn about the latest in EV technology in an interactive setting. And, the displays and EV product specialists will help take the mystery out of EV ownership and help answer the question: "Is now the right time to buy an EV?"

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
- Charging infrastructure in the U.S.

--Continued--

The Garage

Think Disney Land for the car enthusiast. The immensely popular Garage in Hall A on the main show floor will feature two live vehicle customizations over the four days of the show. A 2023 Ford Bronco and a 2023 Toyota Supra will be outfitted with products from local companies like Pro Tek Automotive, AR Service, Oregon Design Co., and Stereo King. New to The Garage this year is Clark Community College, which will have information on automotive trade programs that lead to high-paying, satisfying careers.

Indoor EV Ride Event

The PIAS is bringing a ride indoors again this year with the EV Ride Event located on the south side of the main show floor. Presented by Pacific Power; OEVA; Jim Fisher Volvo; Herzog Meier Volvo; Polestar; Beaverton Kia; NW Hyundai Dealers; and Mini of Portland the event is a unique opportunity to experience the performance of EVs from Ford Motor Company and Volkswagen and features a thrilling “acceleration lane” that demonstrates impressive EV torque.

Outdoor Test Drives

It’s the ultimate way to experience and evaluate a vehicle. Test Drives return to the auto show thanks to Ford Motor Company, Toyota, and Volkswagen. Each brand will provide a variety of vehicles to drive and evaluate, including EVs. Test Drives expand the opportunity to evaluate a vehicle through experience, while learning important details from an accompanying product specialist, and truly understanding a vehicle’s performance characteristics on the streets of Portland.

Motorcycle Pavilion

The Motorcycle Pavilion features an amazing lineup of bikes, side-by-sides, and three-wheeled vehicles from major manufacturers like Harley Davidson, Indian, BMW, Kawasaki, Honda, Yamaha, Suzuki and Polaris. It’s one of the most favorite *non-auto* features at the auto show!

Safeway/ Sunshine Division Helping to Stop Hunger

The Safeway Foundation in partnership with the Sunshine Division are working to “Help Stop Hunger” with a canned food donation program for discounted tickets. Bring three cans of food (protein preferred) to the show and receive three dollars off an adult ticket. For every can of donated food, Safeway will match it with a dollar donation to the Sunshine Division. Auto show visitors can help can reach the goal of filling seven Sunshine Division barrels with food and “Help Stop Hunger.” Please visit the Safeway Customer Appreciation Lounge at the auto show to relax and enter for a chance to win one of four Safeway \$500 gift cards. One winner will be drawn each day.

Family Day

Sunday, February 5th is the perfect day to bring the entire family to the show and make lasting memories. All kids 12 years and under receive free admission to the show with the purchase of an adult ticket. Have fun in the Kids Zone with the inflatable slide, and face painter; enjoy fake tattoos, balloon characters and other fun games at Family Day at the auto show.

The Great Outdoors (located in the Ginkoberry walkway)

The Great Outdoors will showcase vehicle accessories for your next outdoor excursion. Experience eye-catching vehicles with accessories from ReRack, Yakima and Thule. For those looking to tow a unit for their next adventure, check out Aero Teardrop Trailers. Enter to win a Yakima cargo box packed with ReRack equipment, and don't miss Pro Caliber pontoon boats.

Ally \$250 Down Payment Assistance Relaxation Zone

The Ally \$250 Down Payment Assistant Lounge is a must visit for all attendees. In addition to receiving a \$250 Down Payment voucher for your next vehicle purchase be ready to test your skills in a game of corn hole or enjoy playing the oversized Jenga and Connect Four Games. Then rest your feet in the Ally relaxation zone while watching some fun Ally commercials.

Luxury Lane

Walen Construction has joined the Auto Show this year in sponsoring the Luxury Lane featuring a vibrant line up of luxury vehicles from brands like BMW, Volvo, Mercedes Benz, Infiniti, and Mini in the Oregon Ballroom.

Armed Services Recruitment Exhibit

The auto show is very excited to partner with the US Army, Oregon Air National Guard, US Air Force and the Oregon Army National Guard to promote their recruiting initiatives. Each branch will be on site to provide attendees with information on amazing career opportunities for all age groups. Sign up for a chance to win one of many unique prizes, including a trip to watch the launch of an F15. Additionally, each branch will showcase some of their amazing vehicles including a JVL, Raptor, and the UTV AWD.

VIP Luxury Lounge

JD Fulwiler Insurance, sponsor of this year's VIP Luxury Lounge, has created VIP space where visitors can relax, enjoy a beverage, and experience the rare opportunity to see a McLaren 720s Super Car up close (great photo opp.) Look for the Ram TRX containing a large plexiglass structure filled with golf balls. Guess the number of golf balls and win a great gift.

Sip Station (sponsored by Perlo Construction)

Perlo Construction has designed a fun, interactive British-themed exhibit called the Sip Station. Grab a sample of Dregs Vodka, check out the classic Mini Cooper, sit back and relax while watching the big screens showing digital images of the amazing community projects completed by Perlo over the past year. Be sure to enter for a chance to win a special prize. Look for the big Perlo Construction banners and the classic Mini Cooper with the British flag on the roof.

“Coffee Time” Sponsored by Don Francisco’s Coffee

Be sure to visit the Don Francisco’s Coffee “Coffee Time” exhibit inside the Safeway Customer Appreciation Lounge next to the Honda exhibit on the main floor. To start, visitors will be greeted by a product specialist with a complimentary sample of amazing Don Francisco’s Coffee. Then, for a take-away, visitors will be given a coffee sample packet, while supplies last. This is followed by the opportunity to enter for a chance to win one of several packages with the grand prize being “Coffee for a Year.” This experience will leave you craving more from Don Francisco’s Coffee.

About the Portland International Auto Show

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:

Portland International Auto Show Main Number:
503.233.5044

Media Contacts:

Marc Harlow / harlowprllc@gmail.com
810.599.2558

Joe Rohatynski / joeropr@gmail.com
313.378.6570

###