

**MEDIA ADVISORY:**

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**Fort Lauderdale Auto Show Opens Thursday, March 18**

Offering visitors a one-of-a-kind auto show experience, the 19<sup>th</sup> annual Fort Lauderdale International Auto Show at the Greater Fort Lauderdale/Broward County Convention Center allows its guests to view the latest vehicles on the market – and leave with one too!

Many of the leading auto manufacturers are here to showcase their newest 2010 and 2011 cars, trucks and SUVs in the Convention Center's 200,000 square feet of exhibit space.

Exhibiting fresh designs and innovative functionality, Acura, Honda, Chrysler, Jeep, Dodge, Ford, Lincoln-Mercury, Buick, Cadillac, Chevrolet, GMC, Hyundai, Lexus, Toyota and Volvo all present their most recent models for consumers to view.

“Auto manufacturers have traditionally displayed their most talked about products at our popular regional show,” said Ted Morse, show chairman. “Following last year's excellent turnout, we expect this year's participants to debut some of the newest alternative fuel technologies and latest design concepts.”

The four-day show is managed by the South Florida Automobile Dealers Association (SFADA) on behalf of the Boys and Girls Clubs of Broward County. Last year's auto show raised \$170,000 and helped to fund many of the charity's on-going activities, while having raised in excess of \$3 million for the organization since the show's inception in 1991.

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Tickets for the Fort Lauderdale International Auto Show are \$8 for adults and \$2 for children 6-12. Discount tickets are available at participating new car and truck dealerships, McDonald's restaurants in Broward County and in the Sun-Sentinel. Show hours are Thursday 10 a.m. - 10 p.m.; Friday 10 a.m. - 11 p.m.; Saturday 11 a.m. - 11 p.m. and Sunday 11 a.m. - 8 p.m.

In addition to managing the Ft. Lauderdale show, the SFADA also produces the South Florida International Auto Show. Celebrating its 40 year anniversary, the South Florida show will take place November 5 - 14, 2010. For more information, contact Show Coordinator Cliff Ray at (305) 981-1448.

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