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## **LA AUTO SHOW® UNVEILS THE NEXT-GENERATION AUTO INDUSTRY AT AWARD-WINNING CONNECTED CAR EXPO, NOV. 17, 2015**

- *25 automotive and technology thought leaders address the most critical issues transforming the ways cars are made, sold, driven, owned and serviced*
- *Multiple press conferences featuring breaking auto-tech news*
- *60,000 square feet of exhibitors displaying the latest auto-tech innovations*

**LOS ANGELES, CA (July 23, 2015)** - The [Los Angeles Auto Show's Connected Car Expo](#) (CCE) will assemble the companies and innovators that are redefining the automotive and transportation business. The full day conference and exposition has outgrown its previous space at the Los Angeles Convention Center and will now occupy virtually the entire JW Marriott at the adjacent L.A. Live entertainment complex.

"Expanding our campus to include the adjacent JW Marriott delivers a presentation room with capacity for 1,500 seats, 60,000 square feet of exhibit floor and dozens of meeting and hospitality areas," said the show's EVP and General Manager Terri Toennies. "The demand on exhibit and hospitality space has already created limited availability."

More than 25 speakers will outline their vision for the dramatic changes facing the auto industry as it collaborates with technology titans like Apple, Microsoft, Intel, Qualcomm and dozens of other fast-moving tech innovators. Influential experts from Google, Volkswagen, Continental, Movimento, Redbend, J.D. Power, Pebble and others will converge in Los Angeles to debate some of the industry's most critical issues and identify opportunities and challenges that lie on the road ahead. Selected by the CCE Advisory Board, this year's conference topics focus on the hot-button issues including autonomous vehicles, car sharing, cybersecurity, 3D printing, over-the-air updates and much more. The full tentative schedule can be seen at: <http://www.connectedcarexpo.com/schedule>.

In addition to the conference, CCE attendees will be able to discover the latest automotive innovations at the JW Marriott, where more than 30 companies will demonstrate their latest solutions and products. Companies participating include Auto Alliance, Covisint, Elektrobit, Faurecia, Garmin, Global Automakers, KPMG, Mojo, OnStar, OSRAM Opto Semiconductors, QNX, whiteCryption, Wind River and dozens of start-ups and app developers. The exhibit floor will also serve as this year's stage for several auto-tech press conferences on Nov. 17.

“This collaboration between major auto and technology players, combined with the emergence of thousands of disruptive start-up companies, creates an unprecedented need for an automotive-focused forum connecting this rapidly changing industry,” said Lisa Kaz, President and CEO of the Los Angeles Auto Show and CCE.

Part of the LA Auto Show’s broader Press & Trade Days, CCE is the award-winning conference and trade show that unites innovators, manufacturers, futurists and influencers to further the convergence of technology and the automobile. This year’s CCE kicks off with an evening welcome reception on Monday, Nov. 16, and is followed by LA Auto Show’s press and trade events at the Los Angeles Convention Center on Nov. 18-19. Other CCE events start on Saturday, Nov. 14 and 15, including the Mojio hackathon and the UCLA Anderson School of Business Connected Car discussion taking place after the Monday evening reception at the JW Marriott.

[Registration is now open.](#) CCE exhibitors and attendees with a three days pass will be able to witness this year’s vehicle debuts and have access to an all-new CCE networking destination at the convention center.

For more information visit [www.ConnectedCarExpo.com](http://www.ConnectedCarExpo.com) and [www.LAAutoShow.com](http://www.LAAutoShow.com).

### **About the Los Angeles Auto Show and Connected Car Expo**

Founded in 1907, the Los Angeles Auto Show (LA Auto Show®) is the first major North American auto show of the season each year. The show’s 2015 Press & Trade Days begin with the Connected Car Expo (CCE) at the JW Marriott at L.A. Live on Nov. 17, followed by LA Auto Show’s vehicle debuts and press and trade events at the Los Angeles Convention Center on Nov. 18 and 19. LA Auto Show will open to the public from Nov. 20-29. The third annual CCE will unite automotive and technology professionals in an effort to increase development and foster relationship-building in the connected car industry, providing attendees with access to the key players and top media constructing the future of the automotive mobility. The CCE conference is where the rules for how vehicles are made, sold, serviced and owned are changing and where the playbook is being written. Named “Best Car Tech/Connected Car Trade Show” by AUTO Connected Car News, CCE is where the new auto industry gets business done, unveils groundbreaking products and makes strategic announcements in front of media from around the globe. LA Auto Show is endorsed by the Greater L.A. New Car Dealer Association and is operated by ANSA Productions. To receive the latest show news and information, follow LA Auto Show on Twitter at [twitter.com/LAAutoShow](https://twitter.com/LAAutoShow) or via Facebook at [facebook.com/LosAngelesAutoShow](https://facebook.com/LosAngelesAutoShow) and sign up for alerts at [www.LAAutoShow.com](http://www.LAAutoShow.com). For more information about CCE, please visit <http://connectedcarexpo.com/>.

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