



LOS ANGELES AUTO SHOW

**Media Contacts:**

Breanna Buhr/Sanaz Marbley

JMPR Public Relations, Inc.

(818) 992-4353

[bbuhr@jmprpublicrelations.com](mailto:bbuhr@jmprpublicrelations.com)

[smarbley@jmprpublicrelations.com](mailto:smarbley@jmprpublicrelations.com)

**TOP AUTO INDUSTRY TRENDS, TECHNOLOGY AND NEW VEHICLES  
MAKE NEWS AT 2015 LOS ANGELES AUTO SHOW PRESS & TRADE  
DAYS**

**Nearly 30 press conferences, 50 vehicle debuts and dozens of tech  
innovations showcased Nov. 17, 18 & 19**

LOS ANGELES, CA (October 21, 2015) – The organizers of the [Los Angeles Auto Show](#) (LA Auto Show®) and Connected Car Expo announced today that 50 vehicle debuts, important business announcements and technological breakthroughs, shaping the future of the industry, highlight this year's Press & Trade Days. An anticipated 20,000 auto and tech industry leaders, including more than 4,500 media from 60 countries, will gather in Los Angeles Nov 17, 18 & 19.

This year, breaking news will come not only from the auto manufacturers but from automotive technology companies as the two industries continue to collaborate and converge.

A few of the Show's many global vehicle premieres include Buick's redesigned LaCrosse, Land Rover's all-new Range Rover Evoque Convertible and the new 2016 Nissan Sentra. In addition, Mitsubishi Motors will unveil the 2016 Outlander Sport with the company's new Dynamic Shield design language, as well as the newly designed 2017 Mirage. Porsche will globally introduce the Cayman GT4 Clubsport racecar, designed for multiple racing series in North America. Not to be outdone, Scion will introduce a concept car which shows the company's design direction for a new iconic vehicle.

Other vehicle debuts include Infiniti's QX30 crossover, Hyundai's Elantra, Kia's next generation Sportage and Jaguar's first performance SUV, the F-PACE. Elio Motors, Fiat, Ford Motor Company, Mazda, Mercedes-Benz, Subaru, Volvo and Volkswagen are keeping their debut plans under wraps until closer to the show. Automakers presenting North American reveals include Alfa Romeo, Audi, BMW and MINI.

This year's vehicle debuts will deliver production and concept vehicles representing the ever-growing luxury, performance, low and zero emission categories. They range from flagship SUVs and ultra-luxury sedans to new compact entries and zero-emission production and prototypes.

Beyond the auto debuts, several companies will make important announcements about alternative fuel strategies, technology partnerships, new product releases and breakthrough technologies that begin to frame the future of the auto industry. To date, companies that have announced their intentions to make technology news include Volvo, Hyundai, Quanergy Systems, OpenCar and KPMG, to name a few.

“This year’s news comes from many sources and it’s fascinating to witness the dramatic and swift changes transforming the automotive business,” said LA Auto Show President, Lisa Kaz. “With all the new opportunities arising so rapidly in the automotive industry, we expect this year’s event to be the most exciting yet.”

For the third consecutive year, the LA Auto Show’s Connected Car Expo (CCE) will kick-off Press & Trade Days on November 17. This opening day will be dedicated to the convergence of technology and the automobile and will occupy virtually the entire JW Marriott at the adjacent L.A. Live entertainment complex. The Connected Car Expo features over 40 exhibitors and sponsors, an entire day of presentations, news announcements and networking opportunities.

The two remaining Press & Trade days will continue at the Los Angeles Convention Center (November 18 & 19) with the support of major sponsors Autotrader, Pirelli and State Farm.

Registration for the Show is now open. CCE exhibitors and attendees with a three-day pass will be able to witness this year’s vehicle reveals 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/>.

# # #