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**LA Auto Show's MPG Motoring Invitational Celebrates
Italian Automotive Heritage**
*Featured marque Alfa Romeo will unveil a new vehicle at the event
Nov. 18*

- Open to all registered Press & Trade Day attendees from 7-9 am on Nov. 18
- More than 35 historic and unique vehicles on display curated by Desert Concorso, a new classic car event in Palm Springs, Calif.
- Notable icons, influencers, tastemakers, luminaries, collectors and celebrities to attend

LOS ANGELES (October XX, 2015) - The Los Angeles Auto Show (LA Auto Show[®]) confirmed today that it will host more than 35 unique and historic Italian exotic cars as part of its Motor Press Guild (MPG) Motoring Invitational presented by Alfa Romeo on November 18 at the Los Angeles Convention Center's Gilbert Lindsay Plaza. Alfa Romeo will be this year's featured marque, and to honor this special celebration, the iconic Italian brand will hold the North American debut of a special vehicle in front of hundreds of media, automotive icons, influencers, collectors and celebrities.

In addition to the reveal, Alfa Romeo will display several rare classic Alfas from the company's collection. The manufacturer will also exhibit Alfas from select Southern California collectors, paying homage to the region's classic car hobby.

Desert Concorso, an exciting new car show featuring sport and GT cars from Europe, North America and Japan as well as fashion and lifestyle events, will also provide 20 stunning Italian sports cars for the Motoring Invitational. These fascinating "automobili" will lead a road rally from Palm Springs, Calif. to the LA Convention Center, where they will be displayed for Press & Trade attendees to view.

Celebrating 50 years of motorsport and aftermarket excellence, MOMO Italy, a leading motorsport brand and aftermarket specialist, will also have three of the company's models on display. This includes MOMO's Ferrari 458 GT3 Italia, which competed in the 2015 Pirelli World Challenge and finished second in the GTA class with driver Henrique Cisneros, the MOMO Edition 2016 VW Jetta GLI and the MOMO 2015 Maserati Ghibli.

Hagerty, the worldwide leader in collector car insurance and valuations, will participate by providing vehicle and value trend information for every make and model on display.

"The Los Angeles Auto Show is an all-encompassing automotive celebration and the Motor Press Guild Motoring Invitational pays homage to the inspirational vehicles of the past that continue to influence the auto industry's future, said Lisa Kaz, President & CEO, Los Angeles Auto Show & Connected Car

Expo. By honoring Alfa Romeo and working with MPG, Desert Concorso, MOMO and Hagerty we hope to create a memorable celebration of automotive lifestyle.”

Some of Los Angeles’ most popular gourmet food trucks will be at the 2015 MPG Motoring Invitational serving complimentary breakfast for all registered attendees. The event is exclusive to LA Auto Show and Connected Car Expo Press & Trade Days attendees.

Registration and media credentialing for the Los Angeles Auto Show Press & Trade Days and Connected Car Expo is now open and can be easily accessed by visiting: <http://laautoshow.com/join/>. For more information, please visit www.laautoshow.com and www.connectedcarexpo.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. 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 or via Facebook at facebook.com/LosAngelesAutoShow and sign up for alerts at www.LAAutoShow.com. For more information about CCE, please visit <http://connectedcarexpo.com/>.

About Motor Press Guild (MPG)

The Los Angeles-based Motor Press Guild (MPG) is the largest automotive media association in North America, with more than 700 members. This non-profit trade guild is dedicated to promoting professionalism in automotive journalism through education and information exchange. Members include journalists and analysts from print, broadcast and online outlets as well as public relations representatives, consumer groups and governmental bodies tied to the automotive industry. The organization hosts regular meetings featuring key figureheads in the auto industry and is widely recognized for its prestigious Motor Press Guild Awards, an annual celebration of excellence in automotive journalism. For more information about MPG, please visit www.MotorPressGuild.org, or follow on the [MPG Facebook](#) or [Twitter](#) pages.

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