



LOS ANGELES AUTO SHOW®
AUTOMOBILITY LA®

2022 SHOW RECAP

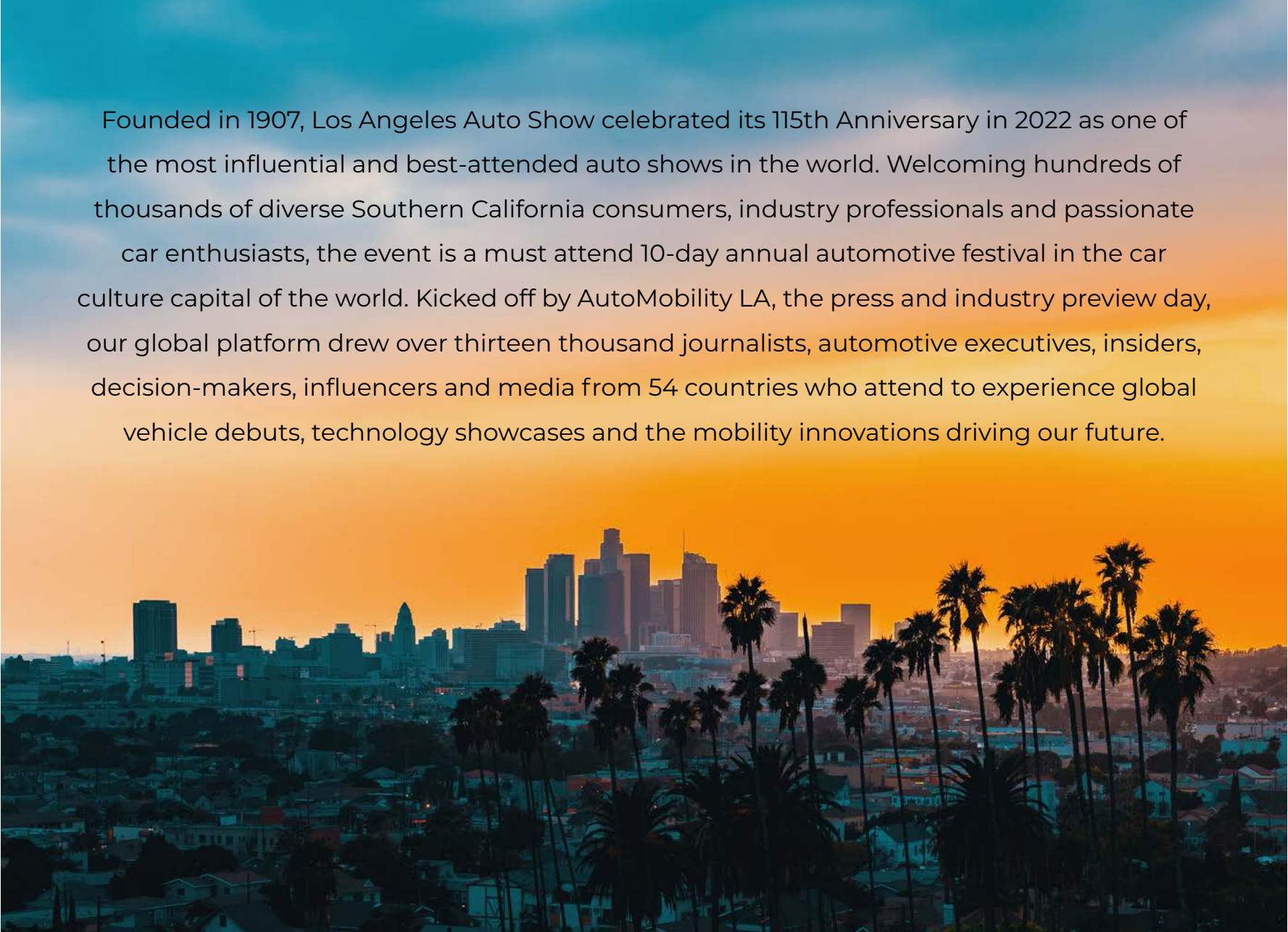




CONTENTS



- 3** Show Highlights
- 4** B2C Attendee Overview
- 7** Attendee Demographics
- 11** Marketing Overview
- 13** Press Events & Debuts AutoMobility LA
- 14** Industry Snapshot
- 16** Outdoor EV Test Track
- 17** Test Drives & Rides
- 18** ZEV – LA Shopper Insights
- 20** Media Snapshot
- 23** Influencers
- 24** Activations
- 26** Car Culture
- 28** Automotive Brands & Exhibitors
- 30** The Garage Aftermarket



Founded in 1907, Los Angeles Auto Show celebrated its 115th Anniversary in 2022 as one of the most influential and best-attended auto shows in the world. Welcoming hundreds of thousands of diverse Southern California consumers, industry professionals and passionate car enthusiasts, the event is a must attend 10-day annual automotive festival in the car culture capital of the world. Kicked off by AutoMobility LA, the press and industry preview day, our global platform drew over thirteen thousand journalists, automotive executives, insiders, decision-makers, influencers and media from 54 countries who attend to experience global vehicle debuts, technology showcases and the mobility innovations driving our future.



SHOW HIGHLIGHTS



AUTOMOTIVE BRANDS
30+ brands

Within our two main halls, the **115 year** anniversary show featured an incredible lineup of more than **30** premier automakers that have a long history with the show, as well as new brands that point towards the future of the automotive and mobility space.



TEST DRIVES & RIDES
100,000+ | 50+ models

Across all EV tracks and test drives, over **100,000** riders experienced a vehicle in motion. **80%** of outdoor EV Track participants were actively considering an EV for their next vehicle and **90%** of those indicated an EV Track experience increased or maintained that sentiment.



EXHIBITORS & ACTIVATIONS
100+ brands showcased

The exciting displays and activations of brands and startups in our atriums, satellite areas and showcase halls created a **high level of engagement** and experience for attendees of all ages.


**ATTENDANCE
INCREASED
VS 2021**

- Hundreds of thousands of consumers from across SoCal attended the LA Auto Show in 2022, up from 2021 and approaching pre-pandemic levels in the nation’s top car buying market.
- The ever-growing convergence of auto and tech continues to position LA Auto Show at the epicenter of electrification with over **40% of all EVs sold in the country registered in CA.**
- California’s climate and environmental policies hold **global and national influence** and the LA Auto Show is where the industry gathered once again to hear what’s on the horizon.
- Working with Electrify America, LADWP, Blink and EVgo - LA Auto Show was a hub for consumer adoption and to gain a **deeper understanding** of the infrastructure available to charge electric vehicles.

40%
**ALL EVS SOLD
REGISTERED IN CA**

ATTENDEE OVERVIEW

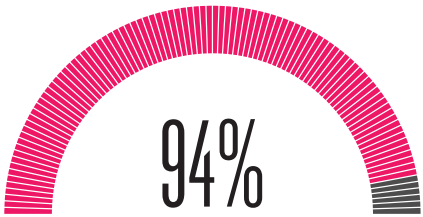
Residents from Southern California and beyond attend LA Auto Show to experience and test the latest cars, SUVs, trucks, and mobility innovations in a stress-free, no pressure comparison-shopping environment. In addition to all the new vehicle shoppers, enthusiasts, motorsports fans and early adopters, the show attracts families who visit the show year after year to create generational memories connected to cars. On average, visitors spent over six hours at the show exploring automakers’ displays, learning about new technologies, participating in rides and drives, and discovering dozens of exciting activations across the show’s 1 million square foot layout.



FUN AND ENJOYABLE EVENT



SHOW EXPERIENCES IMPROVED MY OPINION OF EXHIBITING AUTOMOTIVE BRANDS

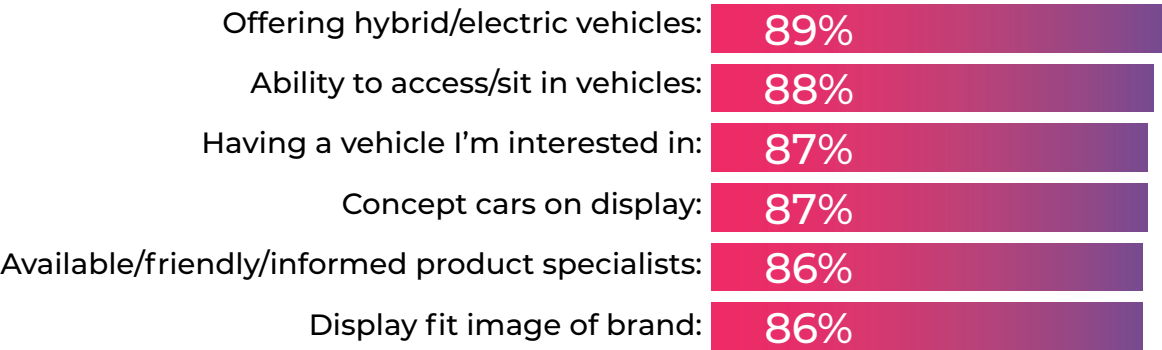


OBTAINED ALL THE VEHICLE INFORMATION

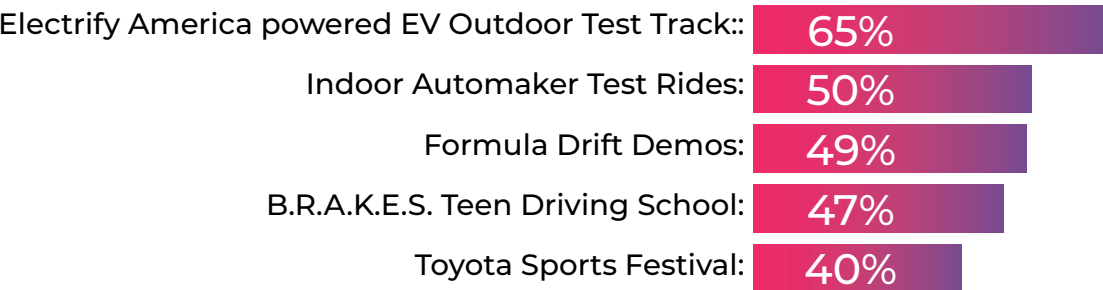


VERY SATISFIED WITH OVERALL EXPERIENCE

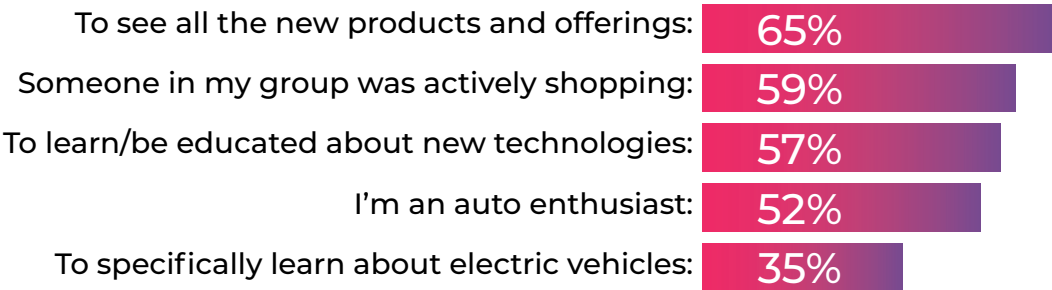
Top 5 Important Display Elements*



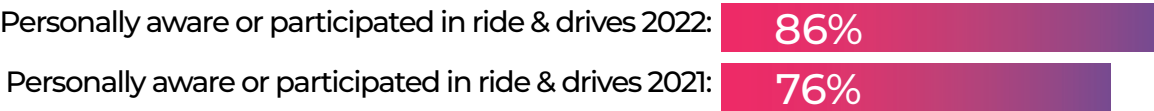
New Activations Highest Appeal*



Motivations for Attending the Show*



Ride & Drive Participation*



Hours Spent at the Show*

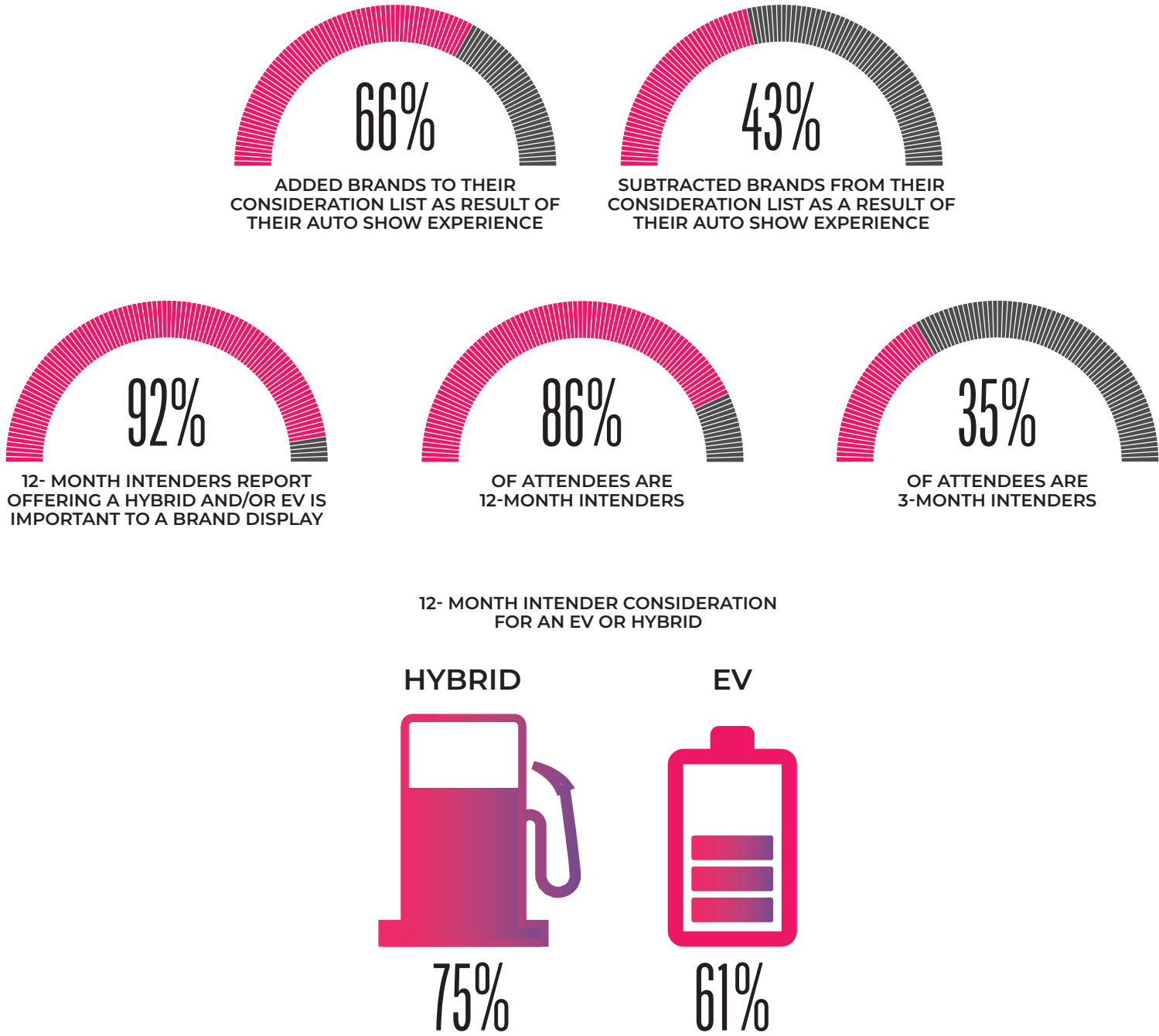


*FORESIGHT RESEARCH MARKET FOCUS REPORT © 2022

PURCHASE CONSIDERATION

KEY TAKEAWAYS

Consumers once again added one or more brands to their shopping lists as a result of their experiences on the show floor. **35%** of show visitors surveyed were attending to actively shop for their own next vehicle in the next three months, and **59%** of attendees were comparison shopping along with someone else actively considering their next new vehicle. **68%** said they are less likely to buy a brand that is not present at an auto show, while **44%** said they are also more likely to consider a different brand – one that is exhibiting at the show.



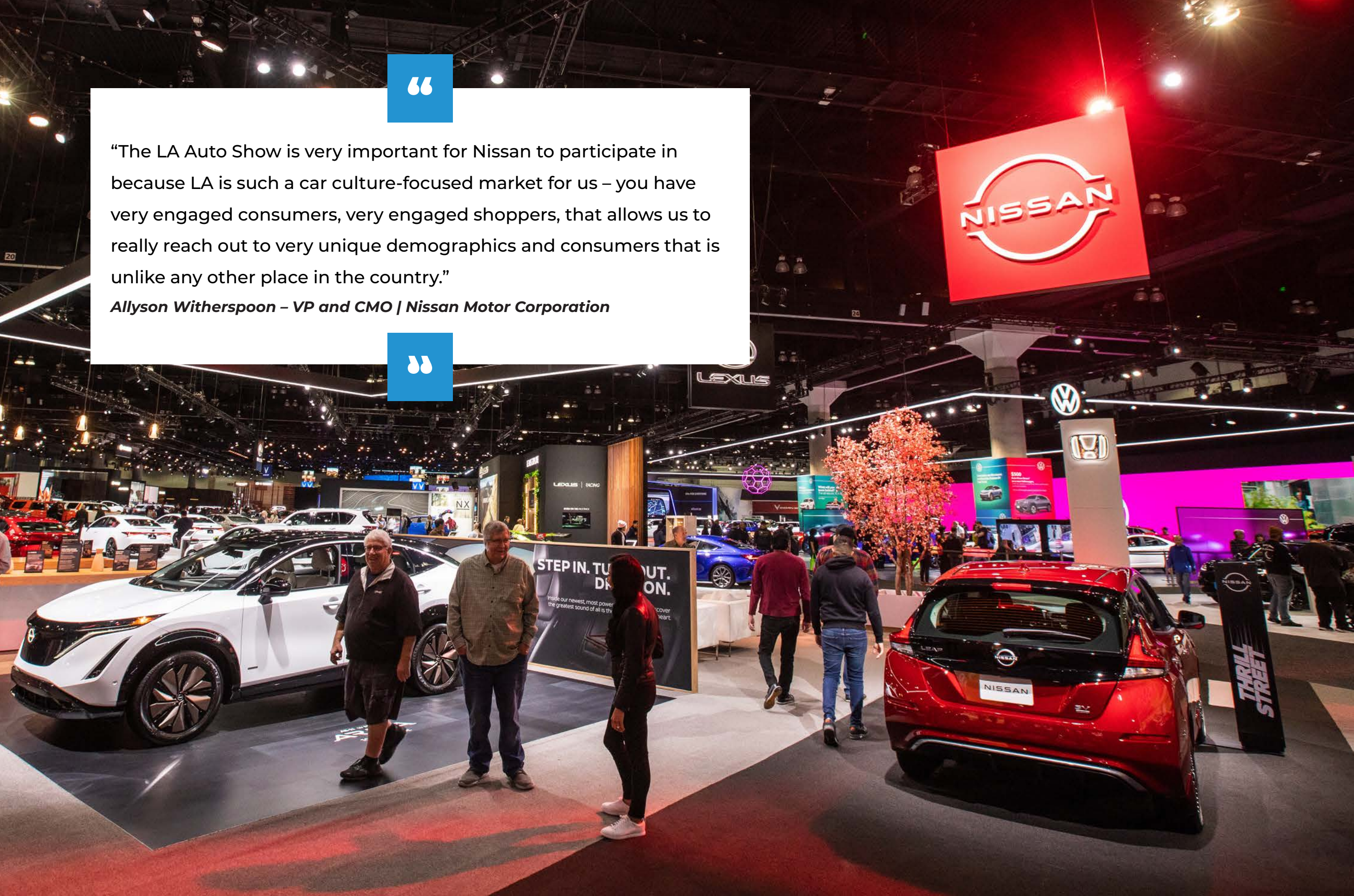
*FORESIGHT RESEARCH MARKET FOCUS REPORT © 2022

“

“The LA Auto Show is very important for Nissan to participate in because LA is such a car culture-focused market for us – you have very engaged consumers, very engaged shoppers, that allows us to really reach out to very unique demographics and consumers that is unlike any other place in the country.”

Allyson Witherspoon – VP and CMO | Nissan Motor Corporation

”

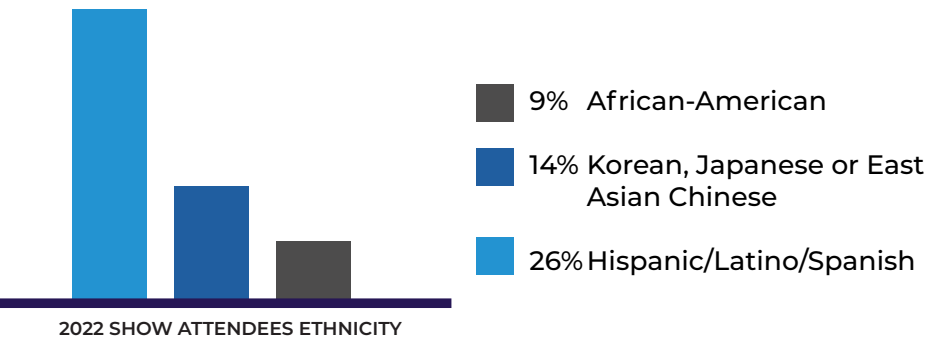


ATTENDEE DEMOGRAPHICS

The LA Auto Show is consistently one of the highest attended annual events in Southern California.

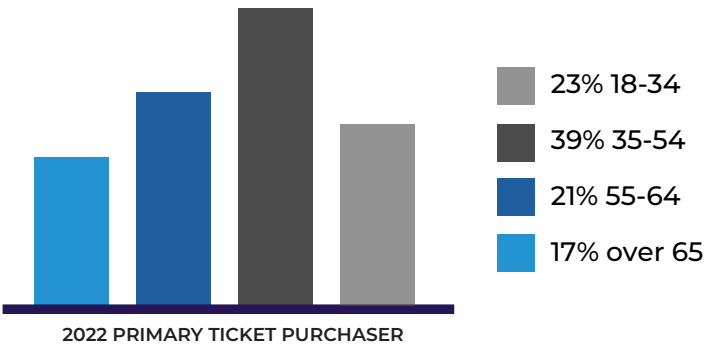
Ethnicity

26.2% of the show attendees identify as Hispanic/Latino/Spanish origin, a **4%** increase vs. 2021. **14%** indicated Korean, Japanese or East Asian Chinese ethnicity, an increase of **6%**, while African-American attendance remained firm at **9%**.



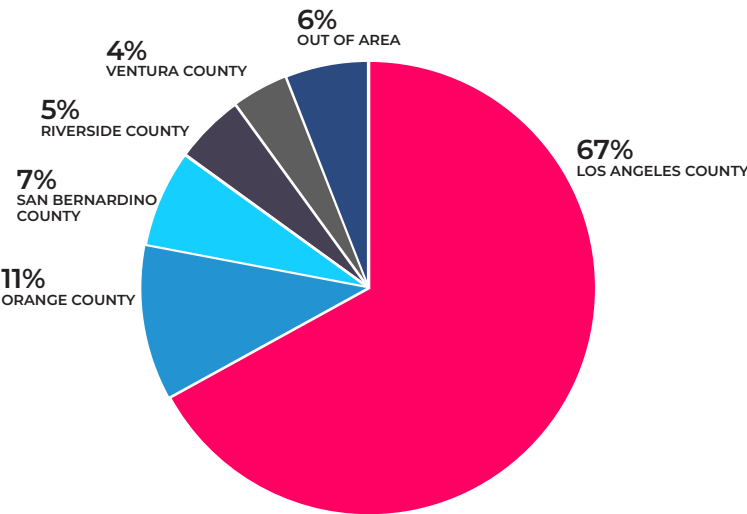
Average Age Primary Ticket Purchaser

Primary ticket purchasers skewed heavily between 18 and 54 years of age, and brought on average 2.7 additional attendees with them to the show.**



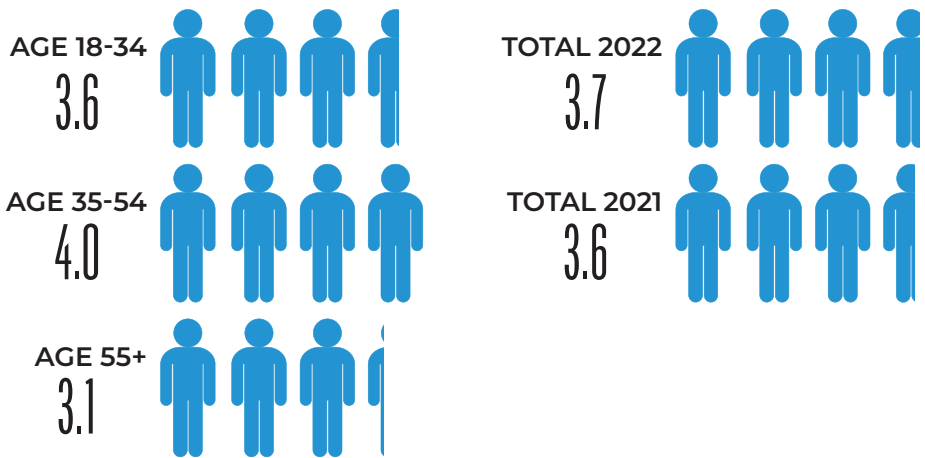
Residence

Located in the heart of Downtown Los Angeles, most attendees reside in LA County, while surrounding counties and out of area guests represented 33% of total audience.**



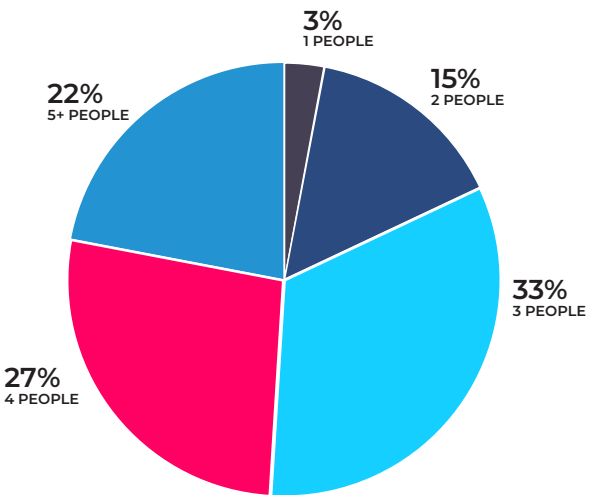
Group Size

2022 visitors attended in slightly larger groups **3.7** compared to last year with **3.6** people.*



Average Group Sizes

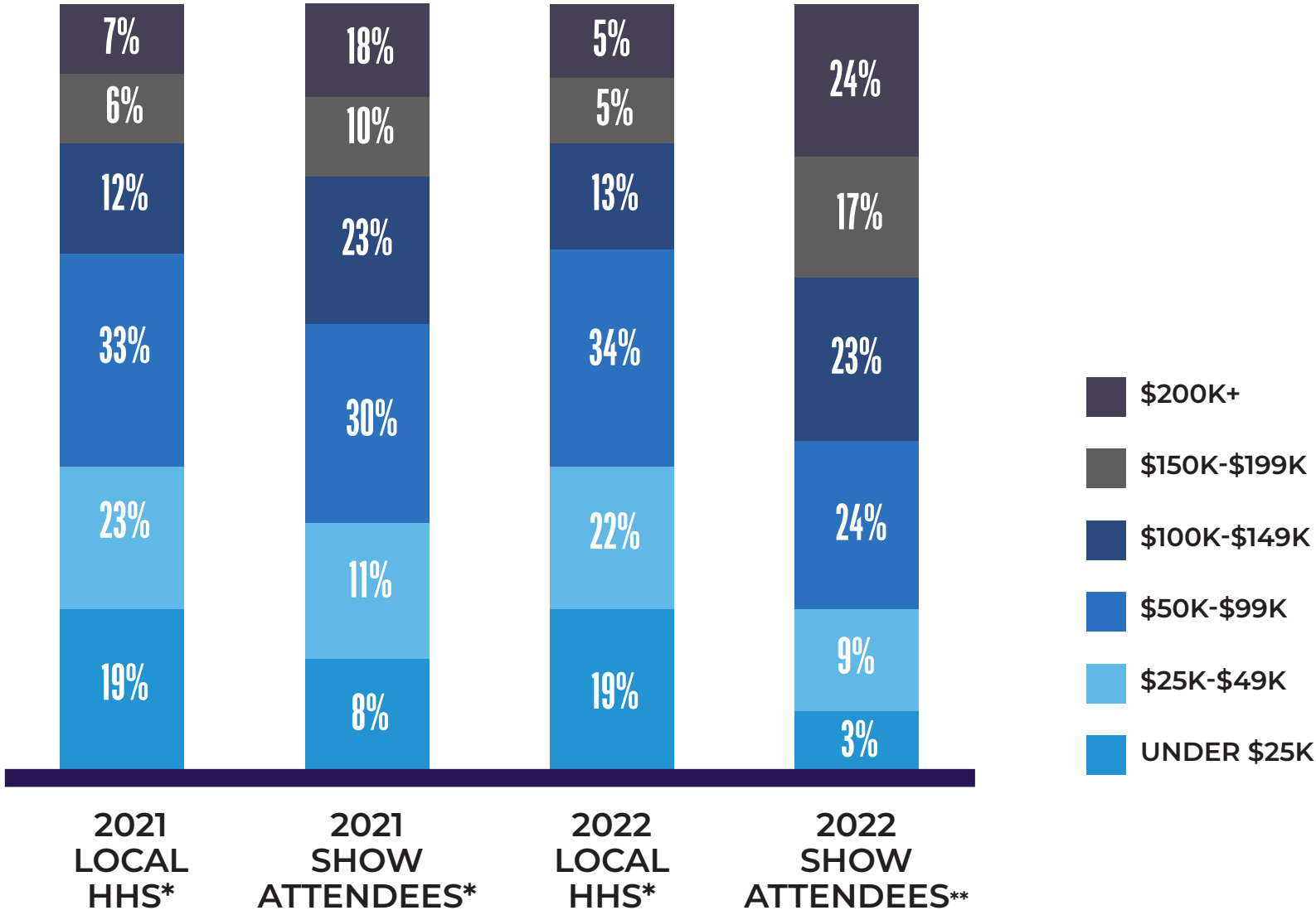
82% of 2022 visitors attended with a group of 3 or more people.*



ATTENDEE INCOME

KEY TAKEAWAYS

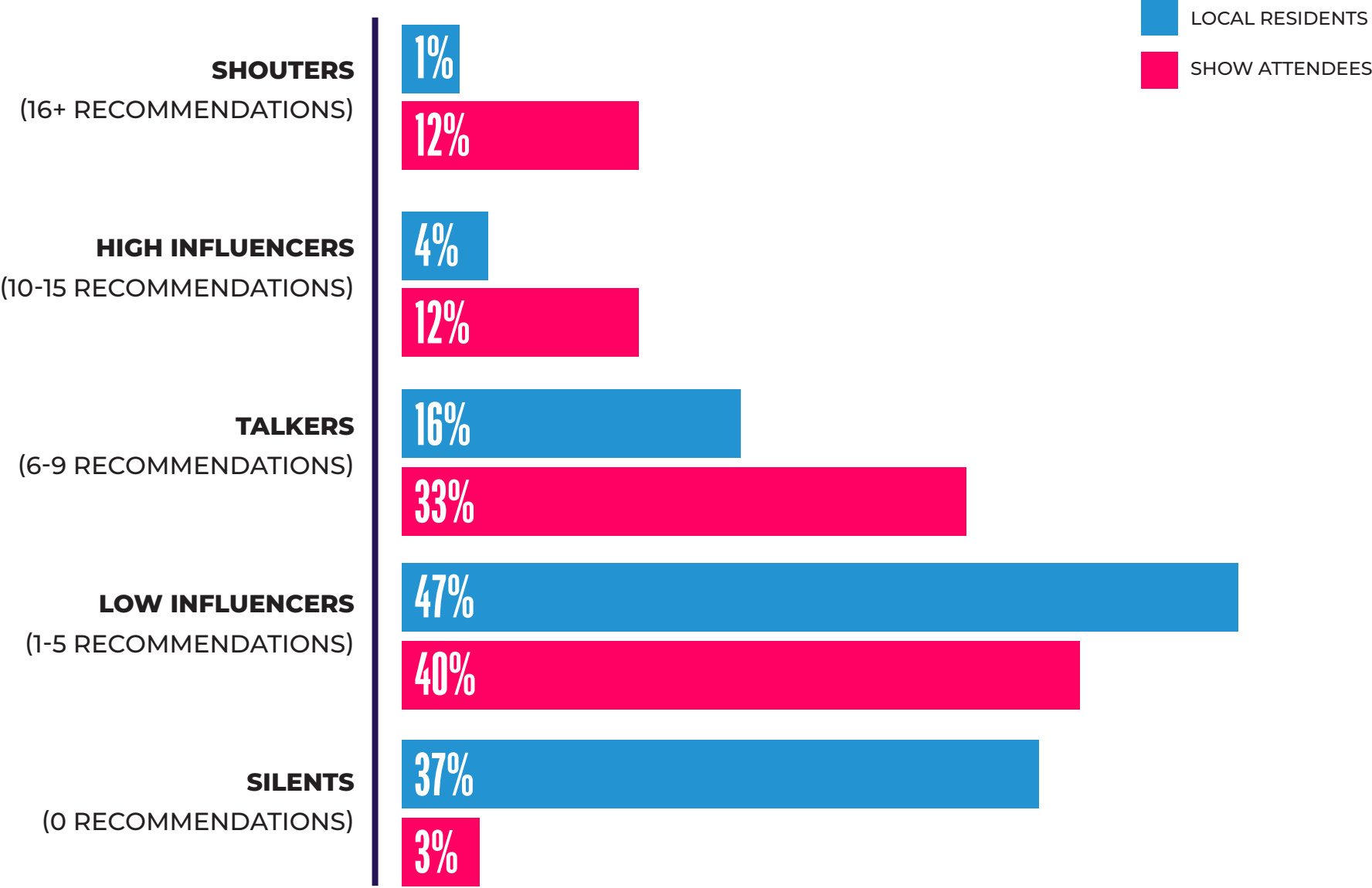
LA Auto Show attendees tend to be much more affluent than the local market population, with **64%** of households earning \$100,000 or more, which is an increase from **13%** the prior year.

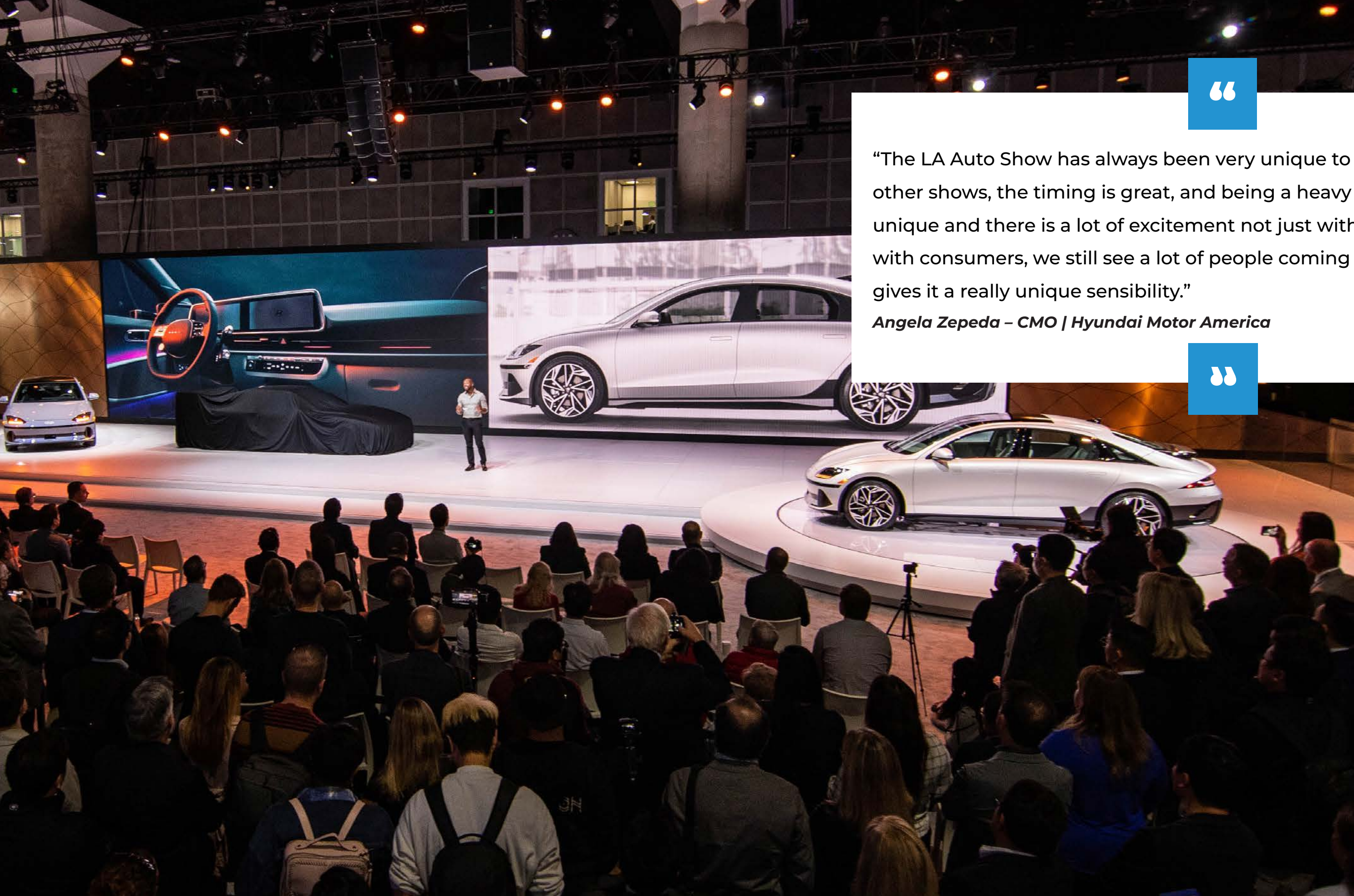


INFLUENTIAL ATTENDEES

KEY TAKEAWAYS

The LA Auto Show attracts consumers with a high level of influence in their communities and are 3.5x more likely than the local population to provide new vehicle recommendations, with **57%** of attendees providing 6 or more recommendations per year.





“

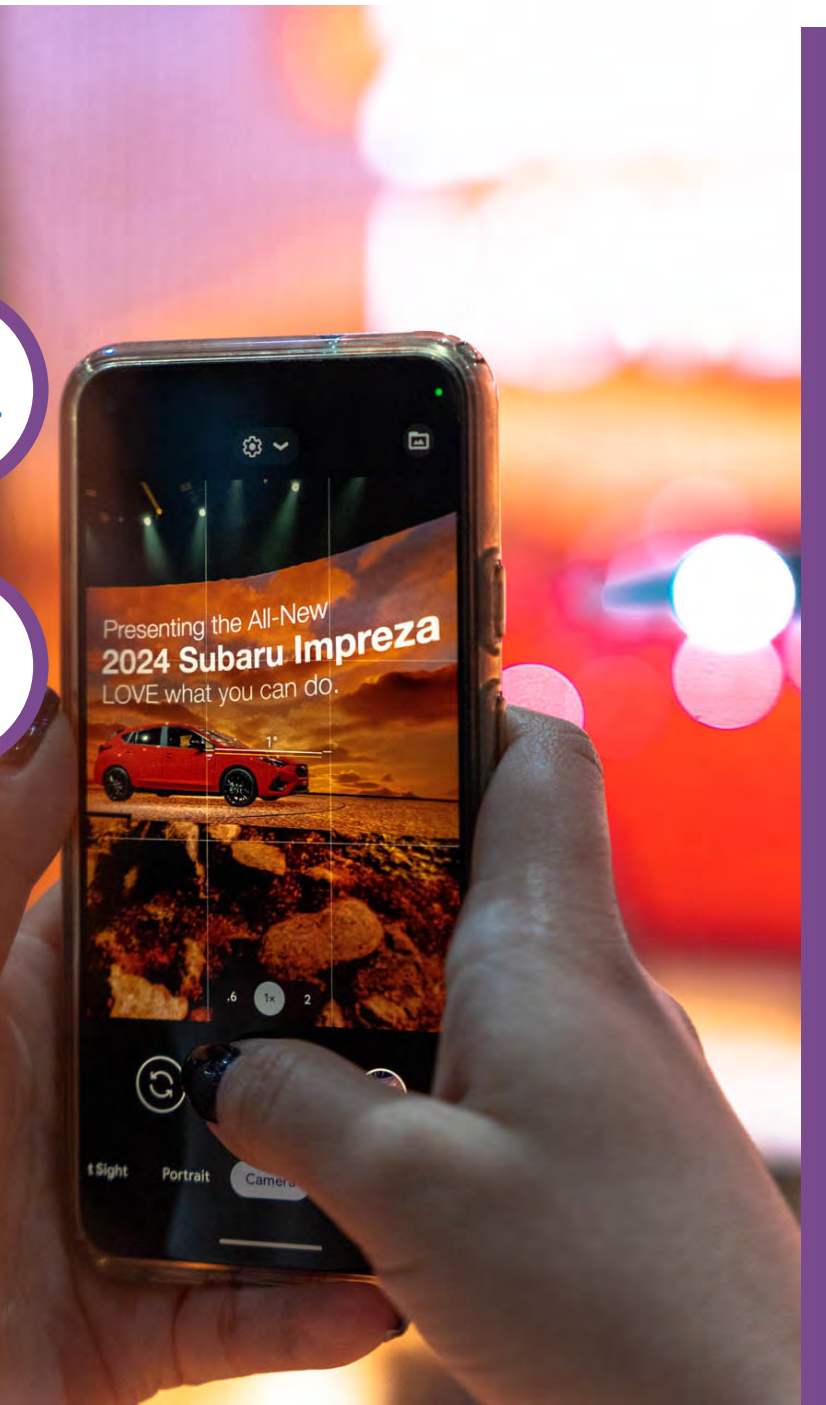
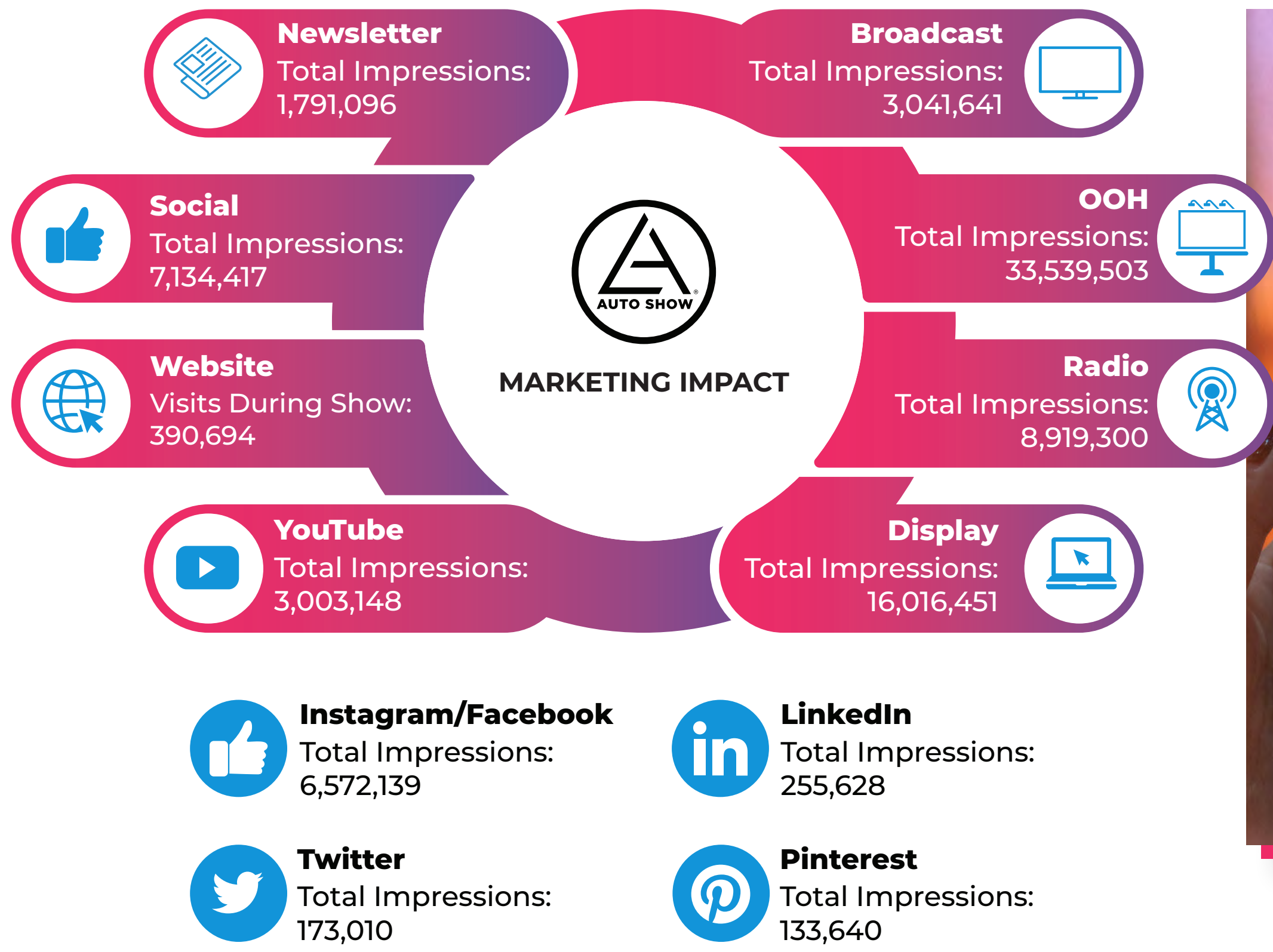
“The LA Auto Show has always been very unique to us compared to the other shows, the timing is great, and being a heavy car market is very unique and there is a lot of excitement not just with the press but also with consumers, we still see a lot of people coming to the show and that gives it a really unique sensibility.”

Angela Zepeda – CMO | Hyundai Motor America

”

MARKETING OVERVIEW

The 2022 LA Auto Show owned audiences include 550k+ fans, followers, and subscribers across multiple digital and traditional platforms. In addition to earned media, the show’s extensive paid programs helped deliver over 75M+ impressions promoting the show and its partners.





“

“The show, which opened to the public on Friday, was absolutely swarming with media during the preshow press events. Both exhibit halls at the Los Angeles Convention Center were filled with a plethora of brands.”

Media Post – 11/21/2022

”

PRESS EVENTS

AutoMobility LA provided a platform for press events and global announcements from automotive brands and startups debuting the latest vehicles and mobility innovations.

- Blink Charging
- Charge Cars
- Fiat
- Genesis
- Hispanic Motor Press Award Winners
- Hyperion Companies
- Hyundai North America
- Indy Autonomous Challenge
- Kia America, Inc.
- North American Car, Truck, and Utility Vehicle of the Year (NACTOY) Finalists
- Porsche Cars North America
- Subaru of America
- Toyota Motor Sales, U.S.A. Inc.
- VinFast



VEHICLE DEBUTS

Automotive brands look to LA Auto Show and AutoMobility LA to debut new vehicles and brands to key international and domestic media, industry insiders and high-value consumers, leveraging the nation's largest vehicle and EV market to broadcast their latest models to the world.

- | | |
|---------------------------------|-------------------------|
| • Charge Cars 67' | • Kia Seltos |
| • Fiat 500e Giorgio Armani | • Porsche 911 Dakar |
| • Fiat 500e Kartell | • Porsche 911 Carrera T |
| • Fiat 500e 500e Bulgari | • Porsche 911 GT3 RS |
| • Genesis X Convertible Concept | • Subaru Impreza |
| • Genesis G90 | • Toyota Prius |
| • Hyperion XP-1 Hypercar | • Toyota Prius Prime |
| • Hyundai IONIQ 6 | • VinFast VF6 |
| • Hyundai N Vision 74 Concept | • VinFast VF7 |
| • Kia EV6 GT | |



INDUSTRY SNAPSHOT

LA Auto Show and AutoMobility LA brought together **13,000+** media, journalists, automotive executives and industry insiders from **54** countries around the world to network and experience the latest automotive innovations, explore the connected ecosystem and to get a glimpse into the future of mobility.

- Accenture
- Alpha Motor Corporation
- Amazon Web Services
- Anduril Industries
- Apple
- Audi of America
- Auto Innovators
- Autodesk
- ArtCenter College of Design
- Archer Aviation
- Aston Martin
- Bang & Olufsen
- BMW Designworks
- BMW North America
- Boeing Company
- Blink Charging
- BYD Motors
- Cadillac
- California Air Resources Board
- Canoo
- Car Design News
- Consulate General of the Federal Republic of Germany
- Czinger Vehicles
- Denso Products & Services Americas, Inc.
- DeLorean Motor Company
- Deloitte
- Disney
- Electric Power Research Institute
- Epsilon
- EVgo
- Faraday Future
- Forvia
- Fiat Chrysler Automobiles Group (FCA)
- Fisker Inc.
- Genesis Design Group
- Geely Design
- Germany Trade & Invest
- Google Auto
- Gulfstream Aerospace Corporation
- Harman International
- Italdesign
- JPMorgan Chase
- J.D. Power
- Karma Automotive
- Kelley Blue Book
- KPMG
- Lincoln Motor Company
- Los Angeles Department of Water and Power
- Lordstown Motors
- Lucid Motors
- Luminar
- Mattel Inc.
- MediaPost
- Mercedes Benz Research and Development North America
- Mobis
- MotorTrend Group
- Mullen Automotive
- NADA
- Nimble Motors LLC
- Nikola
- Nissan Design America
- Panasonic
- Petersen Automotive Museum
- Peterbilt Motors Company Director of Design
- Range Energy
- Rivian
- Salesforce
- Shell Recharge
- Singer Vehicle Design
- S&P Global Mobility
- Southern California Edison
- Tesla
- TikTok
- TrueCar
- Twitter
- Urban Movement Labs Los Angeles
- US Department of Energy Vehicle Technologies Office
- UK Department for International Trade
- Volta Charging
- Volvo Design Group
- Wallbox
- Warner Bros.
- Waymo, LLC
- Zoox

“

“The LA Auto Show is still going strong and celebrating its 115th anniversary this year. The 2022 LA Auto Show promises to deliver some of the best auto content ever with ample announcements and reveals from big-name makers like Toyota, Kia, Subaru, Genesis, and more. ...the world's largest auto and mobility show will exhibit over 1,000 vehicles. The incredibly prestigious show is open to the public and offers a great opportunity to comparison shop as well as experience the newest trends in automotive innovation in electric, hybrid, and traditional ICE vehicles.”

Hotcars – 11/22/2022

”



OUTDOOR EV TEST TRACK

The Outdoor EV Test Track powered by Electrify America, the exclusive charging provider, was sponsored by LADWP and **65%** of overall attendees listed the Outdoor EV Track as having the highest appeal of all the show's new attractions. **80%** of EV Track participants were actively considering an EV for their next vehicle and **90%** of those participants indicated the EV Track experience increased or maintained that sentiment.

Featured Brands & Models

- Chevrolet EUV Bolt
- Genesis GV60
- Kia EV6
- Porsche Taycan GTS (first weekend)
- VinFast VF8
- VW ID.4



TEST DRIVES & RIDES

Across all indoor and outdoor tracks in the show, over **100,000** riders experienced a vehicle in motion.

Street Drives Brands & Models

- **Alfa Romeo**
- **Chrysler**
Pacifica Hybrid Limited
- **Dodge**
Challenger RT Scat Pack Widebody,
Charger Scat Pack Widebody
Durango SRT 392 AWD
- **ElectraMeccanica**
Solo
- **Ford**
Bronco Sport
Bronco
Maverick
Mustang Mach-E
F-150 Lightning
- **Fiat**
500x AWD Sport
- **Grand Wagoneer**
Grand Wagoneer Series III
Grand Wagoneer Obsidian III
Wagoneer Silver Zynith
Wagoneer Series III

Indoor EV Test Track Rides

- Ford F-150 Lightning
- Hyundai IONIQ 5
- Nissan Ariya

- **Jeep**
Wrangler Rubicon 4xe
- **Ram**
2500 Limited Night Edition
1500 Limited 5'7"
- **Subaru**
Ascent Touring
Outback LTD/Onyx,
Crosstrek Special Edition
Impreza 4 Door
Legacy Sport
WRX GT & WRX Premium
- **Toyota**
Tundra Limited & Hybrid TRD Pro CrewMax
Corolla Cross XLE
Highlander Hybrid BLE Bronze
RAV4 Hybrid XSE
- **VW**
ID.4
Atlas
Atlas Cross Sport
Tiguan
Taos
Jetta GLI

Indoor Thrill Ride Test Tracks

- Camp Jeep
- Ford Bronco Built Wild
- RAM Truck Territory

50+
MODELS

The most ride-and-drive in-vehicle experiences in our show's history

100K+

Riders participated across all test drives and rides

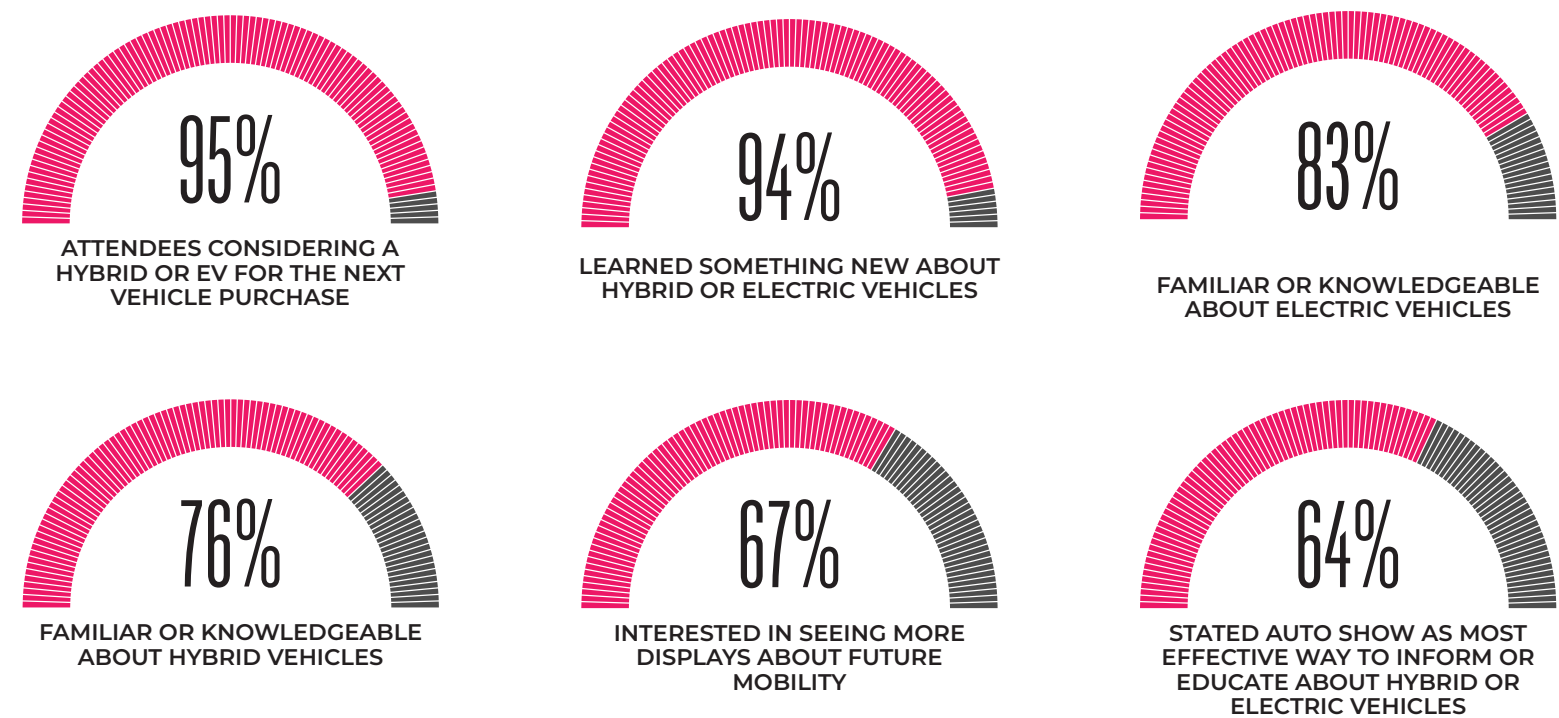
83%

Attendees planned to continue shopping online within 30 days following LA Auto Show experiences*



ZEV – LA SHOPPER INSIGHTS

LA Auto Show visitors are increasingly more familiar with hybrid and electric vehicles than the general public. Hybrid and electric vehicle offerings continue to rise in importance for show visitors and are ranked at the top of the list of important elements they seek from the displays they visit. Consumers increasingly view the auto show as the most effective place to educate and inform them about the transition to zero emission vehicles. Show visitor familiarity with both hybrid and electric vehicles increased by **13%** and **20%** respectively since 2021.



95%
HYBRID OR EV
CONSIDERATION

Across 12-month intenders, consideration of purchasing a hybrid or electric vehicle increased to **95%** when including both as an option.



“

“Electrification is for the first time in many, many decades maybe in over a hundred years, the biggest transformation that is happening in the car industry and a lot is happening right here in Southern California, thus a very important market for us, and we couldn’t be more thrilled.”

Angela Zepeda – CMO | Hyundai Motor America

”

MEDIA SNAPSHOT

Thousands of media journalists from **39** different countries descended upon Los Angeles to attend AutoMobility LA and media stories and articles have collectively generated over **34B** media impressions worldwide for the show and the brands represented.



Countries
39



Media Impressions
34,000,000,000+*



Article Mentions
13,000+



Postive Sentiment
84%



Local Broadcast
3,800,000 (English)
1,300,000 (Spanish)

Top National & International

- Bloomberg
- Detroit News
- Epoch Times Autos
- Frankfurter Allgemeine Zeitung
- Hearst Media
- Media Post
- Sueddeutsche Zeitung
- Los Angeles Times
- Reuters
- USA Today

Lifestyle

- Dot.LA
- LABest
- LA Daily News
- LA Travel Magazine
- The Hollywood Reporter
- News Week
- Yahoo

Business

- Business Insider
- Forbes
- Fortune
- Yahoo Finance

Tech

- Ars Technica
- CNET
- TechCrunch
- The Verge
- Wired

Automotive

- 000 Magazine
- Auto123
- Automotive News
- Automotive Fleet Magazine
- Automotive Press International
- Autogefuehl.de
- Autohaus Springer Fachmedien
- CleanTechnica
- Car and Driver
- Car Magazine UK
- Car Design News
- Cars.com
- Clean Fleet Report
- Electrek
- Forbes Wheels
- Grassroots Motorsports Magazine
- Hagerty
- Hearts Autos
- Jalopnik.com
- LACar.com
- MotorTrend
- The Drive
- Race Sport Media
- Racer
- TheDrive.com

Top Broadcast

- ABC7
- BBC America
- Cars.TV
- CBS
- Car Culture TV
- BBC Top Gear
- High Impact TV
- En Vivo
- Fox Business Network
- Fuji Television Network News
- iHeart Media
- KABC Radio
- KABC-TV
- KCBS-TV
- KNBC-TV
- KTLA-TV
- KTTV-TV
- NBC Universal Telemundo
- Skylink TV
- Spectrum 1 News
- RTL News
- Univision
- Voice of America TV channel
- Voz De America
- Vme TV Network

*CISION & CRITICAL MENTION 2022

NATIONAL MEDIA BUZZ

“...as the industry shifts to electric vehicle production, this year’s November 18-27 Los Angeles Auto Show – opening with media previews Thursday – is the place to be as the wealthy California market boasts the nation’s biggest EV share, most EV startups and toughest EV mandates as governments force a transition to battery power.”

The Detroit News

“...even with a more subdued tone, the 2022 Los Angeles Auto International Show managed to dazzle.

Fresh ideas and sparks of excitement crept onto the show floor and into events surrounding the show. New looks for familiar hybrids, SUVs and other were revealed along with futuristic fantasies of what EVs could one day look like.”

Forbes

“To the naysayers who insist that auto shows are on their way out of existence, I point to this year’s Automobility LA as Exhibit A on why that’s not the case.

The show was absolutely swarming with media during the preshow press events. Both exhibit halls were filled with a plethora of brands”

MediaPost





“

“Your car girl flew back to LA to catch the @laautoshow and its countless innovative ideas in the world of cars...So many of my favorite car brands are here!”

-@dianamarksofficial, 530k Instagram Followers

”

INFLUENCER SPOTLIGHT



@hertlife

FOLLOWERS

📷 683K

🎵 156K



@Seenthroughglass

FOLLOWERS

📷 303K

🎵 132K

📺 557K



@Tamirrusso

FOLLOWERS

📷 286K

🎵 6.5K

📺 261K



@mrcarsounds

FOLLOWERS

📷 153K

🎵 3.3M

📺 310K



@tha_bimmer_boy

FOLLOWERS

📷 116K

🎵 827K

📺 2.8K

INFLUENCERS

The 2022 LA Auto Show influencer campaign focused on a curated group of local automotive and lifestyle content creators who reached key audiences across the Gen Z, Millennial, female and ethnic communities representing LA County’s unique cultural and demographic makeup.



Influencers

44



Posts, Stories, and Reels

155



Video Views

288,000



Platforms

6



Social Impressions

10,500,000



Audience Engagements

388,500+



ACTIVATIONS

The 2022 Auto Show featured exciting displays and dozens of activations to directly let consumers test and engage with the latest products and services of automotive, mobility, motorsports and lifestyle brands both inside the LA Convention Center and outdoors.



“

“INDI EV is a local company; we are born in LA, and we are committed to California because here is the future of electric vehicles...Los Angeles is the capital for leading design and technologies, and California has an impact on the entire nation and the world about going green and electrification.”

Frank Modiri – VP/Spokes Person | INDI EV

”



CAR CULTURE

Local car culture played an important role in the 2022 LA Auto Show showcasing lowriders, customized rides, cool collectibles, and unique aftermarket goods and services. Highlights included Galpin Hall of Customs and World of West Coast Customs with a lineup of jaw-dropping modified luxury and exotic cars in Concourse Hall and Foyer. Premier displays from Vintage Chariots, Rockin' Chicano, Yamaha, AI & Ed's Exclusive, as well as dozens of additional aftermarket vendors made the The Garage a must-visit experience.





“

“People get to experience the custom side of the automotive industry, so they get to see the cars that are done up in spectacular fashion and experience the retailers that offer highly specialized and individualized products including our own. We are glad to be a part of the custom part of the Show because we are giving something unique and different to the car community.”

Ryan Lawrence – Founder | Vintage Chariots

”



AUTOMOTIVE BRANDS & EXHIBITORS

The 2022 LA Auto Show and AutoMobility LA main halls, atriums and outdoor areas presented over 50 brands showcasing their newest vehicles, products, and services.

South Hall

- Chevrolet
- Genesis
- GMC – SoCal Dealers
- Hispanic Motor Press
- Honda – SoCal Dealers
- Hummer EV – SoCal Dealers
- Hyperion Companies
- Hyundai
- Kia
- Lexus
- Lincoln – Galpin
- Mazda – Galpin
- North American Car, Utility & Truck of the Year
- Nissan
- Polestar Los Angeles
- Toyota
- VinFast
- Volkswagen
- Volvo - Galpin

Petree Hall

- Porsche

Concourse Hall

- Galpin Hall of Customs
- Aston Martin

Concourse Foyer

- World of West Coast Customs

West Hall

- Alfa Romeo
- Camp Jeep
- Chrysler
- Dodge
- Fiat
- Ford
- Ford Bronco Built Wild
- Jeep
- Ram
- Ram Truck Territory
- Subaru

Outdoor

- 27North
- B.R.A.K.E.S.
- Bridgestone Cars & Coffee
- EV Test Track powered by Electrify America
- Ford F150 Lightning
- Formula Drift
- Lucid Motors
- Multi Brand Street Test Drives
- Porsche x Monster Truck Jam

Atriums & Terrace

- 115th Anniversary Exhibit with Czinger and Petersen Museum
- ArtCenter College of Design
- Blink Charging
- Charge Cars
- DoVE Pet Adoption
- ElectraMeccanica
- EVgo
- Grand Wagoneer
- Hyundai Interactive
- INDI EV
- Indy Autonomous Challenge
- Motional
- NASCAR
- Rockin’ Chicano
- Telfer Design
- Trans Am Worldwide
- Volkswagen





“

“The LA Auto Show’s 2022 social strategy, including highly engaging content, advanced monitoring and leveraging social influencers, along with encouraging car enthusiasts to share user generated content, was a thrill for us to collaborate on. Working with our platform’s analytics and community management tools, and hand-in-hand with the Emplifi social analytics listening team, LAAS orchestrated a modern approach to social strategy for community growth and engagement, for both OEM brands and LAAS owned channels.”

Kyle Wong – Chief Strategy Officer | Emplifi

”

THE GARAGE AFTERMARKET

The Garage Aftermarket brings the world of automotive lifestyle into our show for 10 days and showcases a world connected to local car culture. From renowned tuners to customized rides, motorsports to collectibles, The Garage features incredible aftermarket products and exciting retail to explore, giving car lovers of all ages something new to discover every year.

The Garage

- | | | |
|---|--|---|
| <ul style="list-style-type: none">• Acura Grand Prix Long Beach• Affirmation Effect• Al & Ed’s AutoSound Exclusive• AlloyGator North America• AMO Vacations• Asira Design• Autographed Collectibles• Automobile Club of Southern California• Autoplates.com• Aventura-X• B2B Wireless• Bamboo is Better• Black Classics Car Club• Blaque Diamond Wheels• Bling Mafia• BME Bikes• Body Art Bus• Boostmore• Burning Rubber Toy Company• Costco Wholesale• Cutco | <ul style="list-style-type: none">• Dr. Power Systems• DSI via Direct TV• Dzolik• FB County USA• Flex Automotive• Genesis 1 Auto Concepts• Götze• Hovsco LLC• Hyatt Vacation Club• iGoSmart-Pro• Kaleo Marketing• Leaf Filter• Lite Speed Racing• Los Angeles Distribution and Broadcasting (LADB)• Los Angeles Legends Premier Women’s Tackle Football Team• Lot of Toys• Mattress Firm• Mondavi• Newport Drip• Pocono Marketing | <ul style="list-style-type: none">• Pro-Fashion Hair Inc• Quick Time Rental• Refreshed Anti-fog• Resort Vacation Inc• Rockin’ Chicano• Rumble Motors• Shop Spree USA• SS Motorsports• Start Glow• Star Magic Tarot• Swagtron• T-Mobile• Tagged District• TractFit• Veer Group Inc.• Velo Pasadena• Vintage Chariots• Winning Ways• World Famous 4x4• Yamaha Motor Corporation USA• Zarifa USA |
|---|--|---|



“

“The role the LA Auto Show plays in the local lowrider culture is big. The Show is known worldwide, so for us to be here is a blessing - for our representation, we brought vehicles that are hand-picked to represent the lowrider culture at the LA Auto Show in 2022.”

Anthony Tabares – Owner / Rockin’ Chicano

”



New Vehicles



Test Drives & Rides



Exhibitors



Activations



Custom & Exotics



Families & Kids

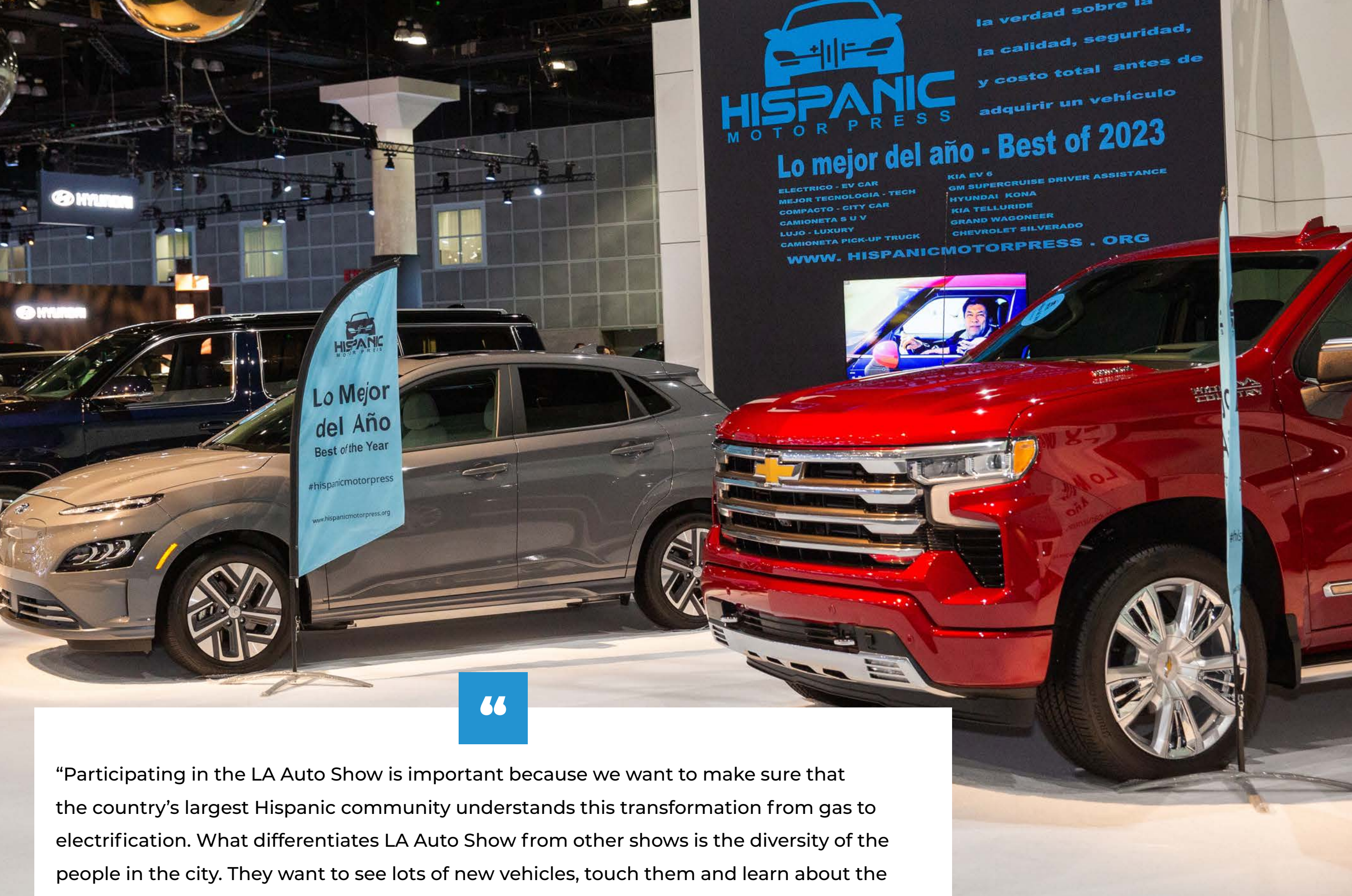


Indoor Thrill Rides



Sports Activations





“

“Participating in the LA Auto Show is important because we want to make sure that the country’s largest Hispanic community understands this transformation from gas to electrification. What differentiates LA Auto Show from other shows is the diversity of the people in the city. They want to see lots of new vehicles, touch them and learn about the new technologies, and there is no better way than coming to an auto show.”

Richardo Rodriguez-Long – President | Hispanic Motor Press

”



WE LOOK FORWARD TO SEEING YOU AT THE 2023 LA AUTO SHOW IN NOVEMBER!

2023 LA Auto Show: Nov 17-26

2023 AutoMobility LA: Nov 16