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More than 20 World Debuts Planned for the 2010 Los Angeles Auto Show

A Total of 40 Vehicle Debuts Already Anticipated at the Nov. 17 and 18 Press Days

LOS ANGELES, CA – July 29, 2010 – Today, the Los Angeles Auto Show announced that more than 20 World Debuts are confirmed for the 2010 Press Days, Nov. 17 and 18. Many important North American premieres are also anticipated, bringing the total vehicle debuts to approximately 40.

This year's show will feature a greater number of significant World Debuts than ever before. Because the unveilings are coming from manufacturers in Europe and Asia, in addition to the U.S., more international media are expected to attend.

"The growing global significance of the LA show is clearly demonstrated by the number and importance of the debuts," said Andy Fuzesi, general manager, LA Auto Show.

In addition to more debuts, the auto industry's continued economic recovery has spurred greater participation and engagement from manufacturers at the show. Nissan and Infiniti are returning with a major presence after a one-year break from auto shows. Several significant World Debuts are expected from Nissan including the all-new Quest minivan, as well as, important news about the much anticipated all-electric Leaf. Also, Fiat is returning to the U.S. after almost a 27-year hiatus and will feature its new vehicle for the U.S. market, the Fiat 500–Cinquecento.

This year's show also marks the long awaited arrival of the electric car era. After years of preparation and debate, final-production electric vehicles will be for sale to the general public. The show will feature the highly anticipated, first-to-market, Chevrolet Volt and Nissan Leaf, as well as a number of other electric vehicles coming in 2011. Vehicle news will also be accompanied by critical infrastructure announcements that make electric transportation increasingly more viable.

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The LA Auto Show will provide a comprehensive glimpse of the industry's present and future as the industry transforms to meet unprecedented changes in economic conditions, environmental factors and changing consumer preferences. The result is a broad range of ground-breaking vehicles that cover the entire spectrum from high-end sports cars and wild green concepts to minivans and sedans. And, virtually every debut features advanced technologies in fuel economy, safety and telematics.

About the Los Angeles Auto Show

The 2010 LA Auto Show will be held in the fall for the fifth consecutive time. The dates are Nov. 17 and 18 for press and Nov. 19-28 for the public. Media registration opens in September. Since the LA Auto Show changed its dates, media attendance has more than tripled and the number and significance of vehicle debuts have reached new levels. Los Angeles is one of the top auto shows in the world and attracts thousands of media from around the globe to witness new vehicle debuts from the top car makers during two invite-only press days. Following Press Days, the show becomes one of the best attended public auto shows in the world. To receive the latest show news and information follow the LA Auto Show on Twitter at twitter.com/LAAutoShow, visit the Facebook page at facebook.com/LosAngelesAutoShow and sign up for alerts at LAAutoShow.com.

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