



FOR IMMEDIATE RELEASE

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**WISCONSIN-OWNED RACING CARS, ELECTRIC VEHICLES AND
MORE ON DISPLAY AT THE 2018 GREATER MILWAUKEE
INTERNATIONAL CAR & TRUCK SHOW**

MILWAUKEE, WI (February 9, 2018) – From the newest models of sleek sports cars to vintage racing cars and locally restored autos, there is something sure to rev the engines of all attendees of the 2018 Greater Milwaukee International Car & Truck Show. In addition to collections from The DuPont REGISTRY™ LIVE and Milwaukee-based Bennett Coachworks, the ADAMM Racing Experience this year features locally owned racecars, with special appearances by champion drivers, and Wisconsin Clean Cities gives visitors an up-close look at the latest in electric vehicles at the Electric Room at the show, which runs from February 24 through March 4 at the Wisconsin Center.

Additional information on specialty vehicle displays follows below:

Electric Room – See a collection of electric vehicles and learn more about the advantages of electric vehicles at “Electric Room”, sponsored by Wisconsin Clean Cities. Featured vehicles from local dealerships include a Honda Clarity, a Nissan Leaf, a BMW i3, a Chevy Volt, and a Hyundai IoniQ!

Bennett Coachworks Showcase – Bennett Coachworks of Milwaukee presents an exhibit of some of their finest work at the 2018 Greater Milwaukee International Car & Truck Show. Bob Bennett and Bennett Coachworks are considered to be the premier and the largest auto restorations and custom car firm in the area. Their display at the show will include examples of antique, classic, hot rod and custom, muscle, sport, exotic and racecars. More information about Bennett Coachworks is available at <http://www.hotrodbuilders.com/>.

ADAMM Racing Experience – The Automotive Dealers Association of Mega Milwaukee 2018 Showcases the finest in racing cars, including stock cars, NASCAR, ARCA, late model, drag racecars, strip and street, road racecars from various classes and series and a collection of vintage hall of fame short track cars, that are all locally owned! The #19 Toyota Peak NASCAR will be on display, and the driver himself, **Daniel Suárez**, will be signing at the show on Tuesday, February 27 next to the car! **John Force**, 14-time World Funny Car Championship driver, will also be signing at the show on Wednesday, February 28. Both signings will take place from 6 p.m. – 8 p.m. in Room 201, courtesy of PEAK and the Milwaukee Area Technical College RevUp program.

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Luxury Zone – See a collection of high-end vehicles from Audi, BMW, Jaguar, Land Rover, Maserati, Mercedes-Benz and more.

duPont REGISTRY™ LIVE – The DuPont REGISTRY™ LIVE collection will feature premier, high-end luxury and unique vehicles. Don't miss it!

The Greater Milwaukee International Car and Truck Show is presented by the Automobile Dealers Association of Mega Milwaukee (ADAMM) and produced by Motor Trend Auto Shows. The Show will be open to the public Saturday, February 24 through Sunday, March 4 at the Wisconsin Center (400 W. Wisconsin Ave.). Show hours are Saturdays 10 a.m. to 10 p.m., Sundays 10am to 6pm, Monday - Thursday 3 p.m. to 9 p.m., and Friday 1 p.m. to 9 p.m.

Admission is \$12 for adults (13 and over), \$9 for senior citizens (62 and older, valid Monday-Thursday only), and \$6 for children ages 7-12. Children 6 and under are admitted free. Kids 12 and under are admitted free on **Family Days**, Saturday and Sunday, March 3 and 4. Attendees may purchase e-tickets at www.AutoShowMilwaukee.com to save \$1 on adult admission and avoid waiting in box office lines. All attendees will receive a FREE one-year subscription to Motor Trend™ with each online ticket order or box office purchase, sponsored by ADAMM.

YOUR COVERAGE IS INVITED.
INTERVIEWS AND PHOTO OPPORTUNITIES ARE AVAILABLE.

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