



FOR IMMEDIATE RELEASE

**GREATER MILWAUKEE CAR & TRUCK SHOW**  
**TAKES OVER THE WISCONSIN CENTER FEBRUARY 23 – MARCH 3**

*New Model Vehicles, Test Drives, Family Fun and More*

**MILWAUKEE, WI** (February 23 – March 3, 2019) The 2019 Greater Milwaukee Car & Truck Show races into town with more than 500 of the latest cars, crossovers, trucks and more from more than 30 manufacturers. Held at the Wisconsin Center over nine days, multiple show floors will feature the latest vehicles in a fun, non-selling environment. The show will be packed with the latest vehicles as well as specialty vehicles, test drives, exotics, family fun and more.

From car buyers to car lovers, everyone is invited to check out all the latest vehicles in a non-selling environment, talk to product specialists, inspect engines and experience the latest automotive technology and connectivity. Several new models will turn heads on the show floor including the 2020 Ford Explorer, 2020 Hyundai Palisade, 2020 Lincoln Aviator, 2019 Jeep Wrangler (MotorTrend SUV of the Year), 2019 Chevrolet Blazer, 2019 Ford Ranger and more.

Licensed drivers are invited to take the show floor experience to the next level and test drive more than 25 vehicles from Chrysler, Dodge, Jeep®, Ram and FIAT. Test drives will be available on Saturday, February 23 and Sunday, February 24, from 1 p.m. – 5:30 p.m.; Friday, March 1, from 1 p.m. to 5:30 p.m., and on Saturday, March 2 and Sunday, March 3, from 10 a.m. to 5:30 p.m. Volkswagen will also be offering test drives in a variety of new models, Thursday, February 28, from 3 p.m. – 7 p.m., Friday, March 1, from 12 p.m. – 8 p.m., Saturday, March 2, from 10 a.m. -6 p.m. and Sunday, March 3, from 10 a.m. – 5 p.m.

Always popular with showgoers, see extraordinary luxury and premier high-end vehicles from Reina International Auto. Audi, BMW, Jaguar, Land Rover, Maserati, Mercedes-Benz and more will be on display in the in the **Luxury Zone**. Don't miss this rare opportunity to snap a photo of these dazzling gems! Also, new this year, enjoy a collection of **Lowriders** from the 80s and earlier, as well as Lowrider motorcycles, as curated by Reyes Customs and PJ's Garage.

The show will also feature some of Milwaukee's finest restored cars at the **Bennett Coachworks Showcase**. Bob Bennett and Bennett Coachworks are considered to be the premier and the largest auto restorations and custom car firm in the area and will present a unique "Barn Finds" exhibit. Barn Finds have rapidly become very popular in the car collector world and is an unusual collector category that offers nearly endless possibilities in their build and restoration choices.

See a collection of Modern American Automotive History in the **EvS Collection**, curated by Eric Von Schledorn. Highlights include a 1976 Eldorado Convertible celebrating America's 200th birthday, (one of only 200 made and with just 18 miles), a Trans Am once owned by Burt Reynolds (all original and signed), an original 1953 Corvette and a 2019 750 hp Corvette ZR1.

Wisconsin Clean Cities will host the **Electric Zone** at the show, featuring the latest in plug-in electric vehicles and charging options. Attendees will have the opportunity to explore the latest models and technologies and learn about the many economic, environmental and respiratory health benefits of electric vehicles as well as how they contribute to our nation's energy security. The Electric Zone is located on the ground floor outside, room 102.

Bring the whole family to enjoy additional activities at the show, including:

- The **Tricky Trails Golf Links** – featuring an 18-hole indoor mini golf course inside the auto show. Get ready to make a hole-in-one for a chance to win some great prizes. Minimum donation to play is \$2 and all proceeds benefit Feeding America of Eastern Wisconsin.
- A variety of **Vehicle Simulators and Activations** will offer thrills, including the Dodge Challenger racing simulator in FCA display, the Hyundai VRX simulator, the Ford driving simulator and a Rollercoaster Virtual Reality Simulator.
- **Chevrolet Trading Cards** in the Chevrolet display!
- **Mascot Day!** – On March 2, from 1:30 p.m. to 2:30 p.m., don't miss the parade of mascots at the show featuring: Bucky Badger, Bernie Brewer, The Milwaukee Brewers Famous Racing Sausages and Roscoe (Milwaukee Admirals Hockey). Leading the parade will be music from the UW Badgers Alumni Band.
- **NEW! Sip and Savor** – on Thursday, February 28, from 7 p.m. -9:30 p.m., the Greater Milwaukee International Car & Truck show will be pairing 25 Wisconsin craft brewers with local restaurants and placing them throughout the Auto Show for all to enjoy. (Extra ticket required- see website for details).
- On Saturdays and Sunday, from 12 p.m. - 5 p.m. and Friday, from 4 p.m. - 8 p.m., kids have the chance

to show their driving skills on the **Kids Test Track**. Various electric powered vehicles will be available for kids to drive on a mini roadway track at the show.

- On Saturdays and Sunday, from 12 p.m. - 3 p.m., those familiar with James Corden's **Car Karaoke** can try their hand at replicating the laugh-out-loud stunt. Attendees will have the chance to sing to their hearts desire, courtesy of CBS 58.
- On Opening Day, Saturday, February 23, the American Red Cross will be hosting a **Blood Drive** at the show. Visit [redcrossblood.org](http://redcrossblood.org) and enter sponsor code "auto" to make an appointment. All presenting scheduled donors will receive free same-day admission to the auto show.

The 2019 Greater Milwaukee Car & Truck Show is presented by the Automobile Dealers Association of Mega Milwaukee (ADAMM) and produced by Motor Trend Auto Shows. The auto show will be open to the public Saturday, February 23 through Sunday, March 3, at the Wisconsin Center (400 W. Wisconsin Ave.). Show hours are Saturdays 10am to 10pm, Sundays 10 a.m. to 6 p.m., Monday - Thursday 3 p.m. to 9 p.m., and Friday 12 p.m. to 9 p.m.

Admission is \$12 for adults (17 and over), \$9 for senior citizens (62 and older, valid Monday-Thursday only), \$9 for military (w/any DOD/ID) and children 16 and under are admitted FREE all show days, courtesy of American Family Insurance. Attendees may purchase e-tickets at [www.AutoShowMilwaukee.com](http://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 MotorTrend™ with each online ticket order or box office purchase, sponsored by ADAMM. For additional information, visit <http://autoshowmilwaukee.com>.

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