



For Immediate Release

**2021 Greater Milwaukee International Car & Truck Show Confirmed To Take Place May 5-9
With Appropriate Health And Safety Protocols In Place**

Wisconsin State Fair Park to Host Rescheduled Auto Show

MILWAUKEE, WI (April 16, 2021) – The [Greater Milwaukee International Car & Truck Show](#) is confirmed to take place at a new location, Wisconsin State Fair Park, Wednesday, May 5 through Sunday, May 9, 2021. Rescheduled due to the COVID-19 pandemic, this year's later dates and new venue will allow for both expansive indoor exhibits as well as outdoor displays. The show will feature enhanced health and safety precautionary measures to protect attendees, vendors, employees and the surrounding community throughout the duration of the event.

"Since 1907, the Automobile Dealers Association of Mega Milwaukee has successfully hosted an auto show and we are grateful to be able to make it happen this year as well," said Automobile Dealers of Mega Milwaukee President Jim Tolkan. "We are working closely with the professional team at Wisconsin State Fair Park and the participating manufactures, in conjunction with health officials to create a safe show experience during this unprecedented time as a result of the COVID-19 pandemic."

Wisconsin State Fair Park's State Fair Exposition Center and masses of outdoor space will transform into a car enthusiast's paradise featuring hundreds of the latest cars, trucks, crossovers, SUVs and alternative fuel option vehicles, as well as exotics and classics. Attendees are invited to check out all the latest vehicles in this non-selling environment, talk to product specialists, inspect engines and experience the latest automotive technology. Product specialists from leading automotive manufacturers will be at the show to answer questions and provide information on the latest vehicles.

This year's auto show will also feature:

- **Classic Car Show** – Don't miss a unique display of rare antique and collectible vehicles (Saturday and Sunday).
- **Test Drive** – Get behind the wheel of several all-new Ford vehicles
- **Bennett Coachworks Showcase** – A collection of unique restored vehicles.
- **Subaru Pet Adoptions** – Pets looking for forever homes will be available for adoption in Subaru.
- **Hall of Fame Race Car Drive Al Unser** – Unser will greet fans, sign autographs and share racing stories (Saturday).
- **Sip and Savor Craft Brewery Event** – Enjoy a variety of Wisconsin craft brews at the auto show (Thursday, May 6, from 6:30-9 p.m.)

"Wisconsin State Fair Park hosted the Milwaukee Auto Show in its earlier years, 1963-1968 and we are thrilled to have it return in 2021," said Wisconsin State Fair Park CEO Kathleen O'Leary. "At the forefront of all events we host is health and

safety and we are grateful to be working with the professional promotional team at the Milwaukee Auto Show to put on a fantastic event.”

Auto show organizers and Wisconsin State Fair Park staff are working closely to revise traditional experiences and show elements, to prioritize the health and safety of attendees, exhibitors and employees. Visit

<http://autoshowmilwaukee.com/covid-19> for COVID-19 safety protocols.

The Greater Milwaukee International Car & Truck Show will be open to the public Wednesday, May 5 through Sunday, May 9, 2021. The event was originally set to take place in February at the Wisconsin Center but was postponed due to the COVID-19 pandemic. For this year, the auto show will take place at the Wisconsin State Fair Park, 640 S. 84th Street West Allis, WI 53214, allowing for spacious indoor exhibit space as well as several outdoor displays and activities. Show hours are Wednesday from 3-9 p.m., Thursday to Saturday from 10 a.m. to 9 p.m. and Sunday from 10 a.m. to 6 p.m.

Attendees are encouraged to purchase tickets online to lessen in-person contact. Contactless ticket scanners will be in place at the show entrance. Admission for online advance tickets is \$10 for adults (13 and over). Tickets purchased online during the show will be \$11 for adults. Tickets are also available on site for \$12. Senior citizens (62 and older) are \$9 (available Wednesday to Friday). Children (6-12) are \$6. Sunday is Family Day, children 12 and under are admitted free when accompanied by an adult. Ample parking is available for \$6.

About the Greater Milwaukee Car & Truck Show

The 2021 Greater Milwaukee Car & Truck Show is presented by the Automobile Dealers Association of Mega Milwaukee (ADAMM) and produced by Steve Freeman Events. For more information, visit www.autoshowmilwaukee.com, follow on [facebook.com/GreaterMilwaukeeAutoShow](https://www.facebook.com/GreaterMilwaukeeAutoShow), on Facebook, [@milautoshow](https://www.instagram.com/milautoshow) on Instagram and [@MilAutoShow](https://twitter.com/MilAutoShow) on Twitter. #MKEAutoShow

About Wisconsin State Fair Park

Wisconsin State Fair Park, a GBAC STAR™ accredited facility, is a year-round entertainment venue hosting hundreds of events and meetings annually throughout the four seasons, including the annual Wisconsin State Fair, presented by UScellular. It is home to the Exposition Center, Tommy G. Thompson Youth Center, Milwaukee Mile Speedway, Wisconsin Products Pavilion, and many other facilities. For more information, visit www.wistatefair.com.

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