

For Immediate Release



## 2024 Milwaukee Auto Show Rolls Into The Baird Center

*New Vehicles, Classics, Toyota EV Ride Center, Career Day, Fun for the Little Ones, and More*

**MILWAUKEE, Wis. (February 19, 2024)** – The [Milwaukee Auto Show](#) will fill the Baird Center with the latest new cars, trucks, crossovers, SUVs, EVs, pre-production models, and more. Car lovers are invited to check out the latest vehicles in a non-selling environment, inspect engines, talk to product specialists, and experience the latest automotive technology from Saturday, February 24 through Sunday, March 3, 2024. Held over nine days, the show will also feature pre-production models, specialty vehicles, tricked out custom cars, a Bennett Coachworks showcase, family fun, and more.

Guests will have the opportunity to learn about hybrids, plug-in hybrids, EVs, and traditional gas engines, helping them choose what best suits their needs. The auto show will feature several all-new vehicles including the **Volkswagen ID Buzz EV, 2025 Ford Explorer, Subaru Forester, Toyota Grand Highlander, Toyota Tacoma, Lexus TX500h, Chevrolet Blazer EV, Ford Ranger Lariat, Nissan Ariya (EV), Toyota Prius Prime**, and more. New this year, a **Toyota EV Ride Center** will offer guests the opportunity to go for a ride in a **Prius Prime XSE, RAV4 Prime XSE**, and **bZ4x XLE AWD**.

“Just as 2024-model year cars and trucks are showing up at your local dealer, there’s plenty of good news for new car shoppers,” said [Autotrader Executive Editor Brian Moody](#). “Prices are trending down on many models, there is an abundance of new and used car inventory, and new car incentives are up more than 100 percent compared to this time last year. While some buyers are interested in electric cars, most prefer hybrid or gasoline only powered vehicles. Today, there are more than 33 hybrid vehicles now available - and many of those will be on display at the Milwaukee Auto Show, making it a great place to learn about all the options available today.”

Always popular with show-goers, a collection of classic Corvettes and several tricked-out custom cars will turn heads. Also, don’t miss furry friends from **HAWS, Rescue Gang**, and **MADACC** looking for forever homes in the **Subaru Loves Pets** display.

This year’s auto show will also feature:

- **Tricky Trails Golf Links** – Featuring an 18-hole indoor mini golf course inside the auto show. Minimum donation to play is \$2 and all proceeds benefit Feeding America of Eastern Wisconsin. Golf fans can also take a swing on a **golf simulator** designed to analyze your swing as you play famous courses around the world (all show days except Monday and Tuesday).
- **West Bend Dyno** – High performance vehicles from the premier tuning shop.
- **High School Technicians of Tomorrow Competition** – On Friday, March 1, at 12 p.m., local high school students from eight high schools will compete in a live technician challenge for a chance to win thousands of dollars in scholarships and tools. This is a great opportunity to learn about the demand for automotive technicians in the workplace and educational opportunities.
- **Career Fair** – On Friday, March 1, from 11 a.m. to 2 p.m., students are invited to learn about automotive career opportunities. There are more than 40 different positions available at new car dealerships. From 12 - 2 p.m., the public is invited to attend the career fair and visit with dozens of local dealerships now hiring.
- **[Versiti's Milwaukee Auto Show Blood Drive](#)** -- Donate blood and receive free admission to the 2024 Milwaukee Auto Show. The Versiti Bloodmobile bus will be parked inside the show Friday, March 1, from 11 a.m. - 4 p.m., Saturday, March 2, from 9 a.m. - 2 p.m., and Sunday, March 3, from 9 a.m. - 2 p.m.
- **Mascot Parade!** – On Saturday, March 2, at 1:30 p.m., don't miss the spirited parade of local sports team mascots as they stroll through the auto show featuring: Bucky Badger, Bernie Brewer™, Milwaukee Brewers Famous Racing Sausages®, Lakeshore Chinooks Gill, and more. Leading the parade will be music from the University of Wisconsin Badgers Alumni Band.

The Milwaukee Auto Show will be open to the public Saturday, February 24 through Sunday, March 3, 2024. Show hours are Saturdays from 10 a.m. to 9 p.m., Sundays from 10 a.m. to 6 p.m., Monday - Thursday from 3 p.m. to 9 p.m., and Friday, from 12 p.m. to 9 p.m. The auto show takes place at The Baird Center, 400 W Wisconsin Ave, Milwaukee, WI 53203. Admission to the event is \$14 for adults purchased online. Seniors (62 and older) are \$12, and children 12 and under are admitted free all show days. Tickets purchased onsite at the box office will be \$15 for adults and \$12 for seniors. Purchase tickets online at [www.autoshowmilwaukee.com](http://www.autoshowmilwaukee.com).

### **About the Milwaukee Auto Show**

The Milwaukee Auto Show is owned and presented by the Automobile Dealers of Mega Milwaukee and produced by Steve Freeman Events. For more information, visit [www.autoshowmilwaukee.com](http://www.autoshowmilwaukee.com), or follow [@greatermilwaukeeautoshow](https://www.facebook.com/greatermilwaukeeautoshow) on Facebook and [@milautoshow](https://www.instagram.com/milautoshow) on Instagram.

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