



## 2025 Milwaukee Auto Show Rolls into New Baird Center

*New Vehicles, Classic Cars, Custom Cars, Career Day, Pets for Adoption in Subaru and More*

**MILWAUKEE, Wis. (February 5, 2025)** – The [Milwaukee Auto Show](#) will fill the new Baird Center with the latest new cars, trucks, crossovers, SUVs, pre-production models, and more. Attendees can explore new vehicles from 24 brands in a relaxed, no-sales environment, speak with knowledgeable product specialists, and experience the newest automotive technology hands-on, from Saturday, February 22, through Sunday, March 2. Held over nine days, the show will also specialty vehicles, tricked out custom cars, high performance vehicles from West Bend Dyno, family fun, pets for adoption in Subaru, and more.

Located in the newly expanded and modernized Baird Center, the auto show will now be featured on one level in the north building. Attendees can stroll the expansive new center and learn about hybrids, plug-in hybrids, EVs, and traditional gas engines, helping them choose what best suits their needs. Guests can compare different models from **Acura, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GMC, Honda, Hyundai, Jeep, Kia, Land Rover, Lexus, Lincoln, Mercedes-Benz, Nissan, Porsche, Ram, Subaru, Toyota, Volkswagen, and Volvo.**

“With falling interest rates, increased incentives, and an abundance of inventory -- including new electric and hybrid vehicles -- now is an excellent time to consider purchasing a new car,” said [Autotrader Executive Editor Brian Moody](#). “The Milwaukee Auto Show offers a pressure-free environment to interact with product specialists, test drive vehicles, and explore the latest automotive options available today.”

Always popular with show-goers, a collection of classic cars and tricked-out custom cars will turn heads. Also, don’t miss furry friends looking from [Rescue Gang](#) and [Washington County Humane Society](#) looking for forever homes in the **Subaru Loves Pets** display.

This year’s auto show will also feature:

- **West Bend Dyno** – High performance vehicles from the premier tuning shop.
- **Bennett Coachworks** – a collection of restored classic cars.
- **High School Technicians of Tomorrow Competition** – On Friday, February 28, 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, Feb. 28, from 11 a.m. to 3 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 - 3 p.m., the public is invited to attend the career fair and visit with dozens of local dealerships now hiring.
- **Versiti Blood Center of Wisconsin Hosts On-site Blood Drive at Milwaukee Auto Show** -- Donate blood and receive free admission to the 2025 Milwaukee Auto Show. The Versiti Bloodmobile will be parked inside the show at the following times:
  - Saturday, Feb. 22: 11 a.m. – 3 p.m.
  - Sunday, Feb. 23: 10 a.m. – 3 p.m.
  - Thursday, Feb. 27: 3 p.m. to 7 p.m. Friday, Feb. 28
  - Saturday, March 2: 12 p.m. to 4 p.m.
- **Mascot Parade!** – On Saturday, March 1, 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 22 through Sunday, March 2, 2025. 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 new Baird Center (North Building), 405 W. Kilbourn Ave., WI 53203. Admission to the event is \$15 for adults purchased online. Seniors (62 and older) are \$13, children 7-12 are \$7.50, children 6 and under are free. Purchase tickets online at [www.autoshowmilwaukee.com](http://www.autoshowmilwaukee.com). Save 40% when you pay in advance for parking at the Clark Garage, 623 W. Wisconsin Ave – secure your parking [here](#). Onsite parking also available in the Baird Center Garage.

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

The Milwaukee Auto Show is owned and presented by the Automobile Dealers of Metro Milwaukee, Inc. (ADAMM) and produced by Steve Freeman Events. Visit [www.autoshowmilwaukee.com](http://www.autoshowmilwaukee.com), or follow [@greatermilwaukeeautoshow](#) on Facebook and [@milautoshow](#) on Instagram.

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