

For Immediate Release



Silicon Valley Auto Show Takes Over Santa Clara Convention Center

New Model Vehicles, Pre-production Models, Tesla Cybertruck, Test Drives, and More

SANTA CLARA, Calif. (February 13, 2024) – The [Silicon Valley Auto Show](#) returns to the Santa Clara Convention Center with the latest cars, trucks, crossovers, SUVs, electric vehicles (EVs), pre-production models, and more. This is the place to check out the latest 2024-model vehicles in a non-selling environment, talk to product specialists, inspect engines, and even go for a spin in a variety of vehicles. The show will take place Friday, February 16 through Sunday, February 18, 2024.

Guests will have the opportunity to learn about hybrids, plug-in hybrids, EVs, fuel cell vehicles and traditional gas engines, helping them choose what best suits their needs. The auto show will feature several pre-production and all-new vehicles including the **Tesla Cybertruck, Volkswagen ID Buzz, Lexus GX550, KIA EV9, 2024 Honda Prologue, Porsche Taycan, Toyota Prius Prime, Nissan Pathfinder Rock Creek Edition, Toyota Grand Highlander**, and more.

Take the show floor experience to the next level and test-drive a lineup of all-new gas and electric vehicles, right at the show. Licensed drivers are invited to get a feel for the performance and handling several new models from **Cadillac, Kia, Polestar, Tesla, and Toyota**.

“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, especially electric cars. There is also 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, many 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 Silicon Valley Auto Show, making it a great place to learn about all the options available today.”

Product specialists from leading automotive manufacturers will be at the auto show to answer questions and provide information. From all-electric vehicles to large trucks, attendees are invited to sit behind wheels,

inspect engines, experience new technologies. Participating manufacturers include **Cadillac, Chrysler, Dodge, Ford, Honda, Hyundai, Kia, Lexus, Nissan, Polestar, Porsche, Ram, Tesla, Toyota, Volkswagen**, and more.

Additional special features at the auto show include:

- **Custom Car Collection** -- Celebrating Northern California's car culture, the show will also showcase custom tricked-out cars and hot rods, *courtesy of Spider Custom Cars*.
- **San Jose State University's Spartan Racing Team** will host a display of vehicles designed and built by engineering students competing in the Society of Automotive Engineers (SAE) Collegiate Design Series. Vehicles on display will include an EV ½-sized Formula 1 car and an EV off-road buggy. These competitions strive to push students beyond what they learn in the classroom and apply real-world knowledge and skills.
- **San Jose Sharks Mascot Sharkie** will greet guests and pose for photos on Sunday, February 18, from 1-2 p.m. Children 12 and under get in free on this day, CEFCU Family Day.

The Silicon Valley Auto Show will be open to the public Friday, February 16 through Sunday, February 18, 2024. Show hours are Friday from 10 a.m. to 8 p.m., Saturday from 10 a.m. to 8 p.m., Sunday from 10 a.m. to 6 p.m. The auto show takes place at the [Santa Clara Convention Center](#), 5001 Great America Parkway, Santa Clara, CA 95054 (next to Levi's Stadium). Admission to the event is \$14 for adults and \$11 for senior citizens and members of the military. Children 12 and under are admitted free with a paying adult on Sunday, February 19 – CEFCU Family Day. Purchase adult tickets online in advance by February 9, 2024, and save \$3. Plenty of free parking available onsite.

The Silicon Valley Auto Show is owned and presented by the Silicon Valley Automobile Dealers Association and sponsored by [CEFCU](#) (Citizens Equity First Credit Union). For more information, visit www.svautoshow.com or follow [@svautoshow](#) on Facebook and [@svautoshow](#) on Instagram.

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