



Start Your Engines: Silicon Valley Auto Show Returns!

Rev-up for New Models, EVs, Customs, Classics, Test Drives, and More

WHAT:

The 2026 [Silicon Valley Auto Show](#) shifts into high gear this year showcasing the newest cars, trucks, SUVs, crossovers, and more. Visitors can hop into the driver's seat, check under the hood, and talk with product specialists. Guests can explore hybrids, EVs, or classic gas-powered models **from 18 brands** in a relaxed, sales-free atmosphere. **Test drive new vehicles from Cadillac, Tesla, and Toyota.** This ultimate car experience also includes a wide array of custom cars featuring unique paint jobs, chrome, and creative modifications.

WHEN:

Friday, January 9, 10 a.m.-8 p.m.

Saturday, January 10, 10 a.m.-8 p.m.

Sunday, January 11, 10 a.m.-6 p.m.

WHERE:

Santa Clara Convention Center

5001 Great America Parkway, (next to Levi's Stadium)

Santa Clara, CA 95054

WHO:

Product specialists and automotive experts representing participating manufacturers will be at the show to answer questions and provide information to attendees. The Silicon Valley Auto Show is owned and presented by the Silicon Valley Automobile Dealers Association and sponsored by Citizens Equity First Credit Union ([CEFCU](#)), Silicon Valley Power, and Star One Credit Union.

TICKETS:

Ticket prices: \$17 for adults and \$12 for senior citizens, members of the military, and children ages 8-12. Children 12 and under are admitted free with a paying adult on Sunday, January 11 – CEFCU Family Day. Purchase tickets online in advance by January 1, 2026, and save \$3.

MORE INFORMATION: visit www.svautoshow.com, follow [@svautoshow](#) on Facebook and [@svautoshow](#) on Instagram

PHOTOGRAPHY: contact deedee@spinpr.com

CONTACT:

DeeDee Taft

Spin Communications

415.380.8390, deedee@spinpr.com

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