

GREATER TARRANT COUNTY

AUTOSHOW

March 11-14, 2010- Fort Worth Convention Center

FOR IMMEDIATE RELEASE

Fort Worth, Texas

On Thursday, March 11 through Sunday March 14, North Texas residents will be able to visit one of the area's largest "Showrooms" to see *ALL THAT IS NEW TO SEE* in automotive styling and technology as the annual Greater Tarrant County Auto Show gets underway at the Fort Worth Convention Center, hosted by the New Car Dealers Association of Greater Tarrant County (NCDA).

The Show will offer visitors the opportunity to leisurely inspect all of the new features of virtually every car and truck sold in the Greater Tarrant County area, including everything from sporty convertibles and high-performance sports cars to hybrid and luxury sedans, popular crossovers to hard-working trucks.

Hundreds of new vehicles, will be featured, including a number of "concept" cars giving visitors a look in the automotive future. The world's leading manufacturers will be displaying many completely new models and makes, many of which have never been seen in North Texas.

There is more to see at this year's Auto Show than just new styling; many manufacturers have started to focus on making vehicles environmentally friendly, and will be displaying hybrid and flex fuel vehicles.

The Show will begin its four-day run Thursday, March 11 and continue thru Sunday, March 14. Show hours are from 1pm to 10pm Thursday and Friday, from 10am to 10pm on Saturday, and from 10am to 6pm on Sunday. Adult admission is \$9, with special discount coupons available at participating dealerships in the five-county area, and appearing daily in the Fort Worth Star-Telegram. Children (ages 6 to 12) admission is \$4 and children under six are free.

Note to Editors: A listing of all participating manufacturers and vehicles on display is available on request. For additional information, media credentials and press passes, please contact

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RELEASE: Immediately

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GREATER TARRANT COUNTY AUTOSHOW 2010 FACT SHEET

EVENT: Greater Tarrant County Autoshow 2010

DATES/TIMES: Thursday, March 11 1 to 10 p.m.
Friday, March 12 1 to 10 p.m.
Saturday: March 13 10 a.m. to 10 p.m.
Sunday, March 14 10 a.m. to 6 p.m.

LOCATION: Fort Worth Convention Center
1201 Houston St. in downtown Fort Worth
Exhibit Halls and Arena

TICKET INFO: Adults \$9 per person
Children 6 to 12 \$4 per person
Under six years Free
Special discount coupons available at area New Car Dealerships
And on WWW.NCDAGREATERTARRANT.COM

OF PARTICIPATING

MANUFACTURES: 25 Manufacturers displaying over 300 vehicles

2009 ATTENDANCE: 144,615

HIGHLIGHTS: The 54th annual Greater Tarrant County Autoshow will offer the following highlights during this year's four-day exhibition:

- All makes and models of new 2010 and 2011 car and light trucks including hybrids and crossover vehicles.
- Many new makes and models debuting for the first time in this area.
- The Arena Space will have exhibits from Texas Driving Experience, City of Fort Worth Police Department, North Texas Humane Society, and the Anti-Theft Task Force. Texas Motor Speedway, Kia Ride and Drive, Texas Motor Speedway