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## **Big Show for the 'Big Apple'** **Auto Show Media Registrations Up 19%, World and NA Debuts Climb**

New York, NY – (March 15, 2016): The New York International Automobile Show today announced that with two weeks to go before the opening of North America's first and largest-attended auto show, early indications point to a big Show in 2016 with online advanced media registration up 19% compared to the same period last year. In addition, press conference requests and scheduled world and North American debuts are also up compared to 2015.

"We're seeing tremendous momentum that suggests this spring's Show is going to be huge," said Show Chairman, John LaSorsa. "These early indicators combined with incredible investments by the OEMs in impressive new displays and strong auto sales tells us that the industry, the media and consumers are excited to get out there and see what's coming."

The Auto Show runs from **March 25 - April 3** at the Jacob K. Javits Convention Center in Manhattan. Press Preview days are **March 23 & 24**.

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### **Important 2016 Show Dates:**

**Press Preview, March 23 & 24** (credentials required)

**Public Sneak Preview, March 25**

**Public Show Dates, March 25 - April 3**

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