

# NY AUTO SHOW

## EXPERIENCE MORE

**MARCH 29 - APRIL 7**

**AUTOSHOWNY.COM**

**JAVITS CENTER**



## 2024 NEW YORK AUTO SHOW CALENDAR OF EVENTS



### Javits Center

429 11th Avenue  
New York, NY 10001

### 2024 DATES

Press & Industry Days:  
**MARCH 27 & 28**

Public Days:  
**MARCH 29-APRIL 7**

Hours:  
**Daily: 10am-10pm**  
**Sunday: 10am-7pm**

On-site Show Management  
**Level 4 Terraces**  
**(3/25-4/7)**

(take elevator on north  
side of Crystal Palace  
to 4th floor)

**718.746.5300**

Hotline:  
**800.282.3336**  
(recorded info only)

**autoshowNY.com**

Onsite Ticket Sales end one  
hour before show close.

All events take place at the  
Javits Center unless other-  
wise noted.

*Schedule as of 3/2/24  
and is subject to change.*

### TUESDAY, MARCH 26, 2024 • INDUSTRY DAY

|            |   |                       |
|------------|---|-----------------------|
| 8am-5pm    | <b>Automotive Forum</b>   | Javits North Room 503 |
|            | <i>Register at <a href="http://autoforumny.com">autoforumny.com</a></i> |                       |
| 9am-5:30pm | <b>Media Center</b>   | 1E Hall Level 1       |

### WEDNESDAY, MARCH 27, 2024 • INDUSTRY DAY

|               |   |                       |
|---------------|---|-----------------------|
| 7am -8pm      | <b>Dealer Hospitality Lounge</b>  | 4B1/4AB Terrace       |
| 6am-6:30pm    | <b>Media Center</b>   | 1E Hall Level 1       |
| 8:00am-8:30am | <b>NYIAS Media Welcome</b>  | Javits North Room 503 |
| 8:30am-9:10am | <b>World Car Awards Program</b>   | Javits North Room 503 |
| 9am-3:30pm    | <b>OEM's Press Conferences</b><br><i>(credentials required)</i>   | Show Floor            |
| 9am-2:30pm    | <b>Media Post Marketing Automotive Awards</b>   | 1E08-1E09 Level 1     |
|               | <i>Register at <a href="http://mediapost.com/marketingautomotiveawards">mediapost.com/marketingautomotiveawards</a></i> |                       |
| 9am-5pm       | <b>Automotive Aftermarket   NRS</b>   | Special Events Hall   |
|               | <b>Camp Jeep</b>  | Inner Roadway North   |
|               | <b>Ford Bronco Off-Road Adventure Ride</b>  | Inner Roadway South   |
|               | <b>Ford Bronco Remote Control Track</b>   | Level 3               |
|               | <b>Hyundai Ride &amp; Drive</b>   | Level 3               |
|               | <b>Toyota Sports Festival</b>   | Level 3               |
| 10am-4pm      | <b>EV Test Track</b>  | Level 1               |
|               | <i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i>   |                       |
| 12:05pm-1pm   | <b>EV Test Track Press Conference</b><br><i>(Lunch)</i>   | Level 1               |
| 8am-12pm      | <b>Subaru Loves Pets   Rescue Dogs Rock</b>   | Level 3               |
| 1pm-4pm       | <b>Subaru Loves Pets   Muddy Paws</b>   |                       |

### THURSDAY, MARCH 28, 2024 • INDUSTRY DAY

|            |   |                 |
|------------|---|-----------------|
| 7am-5:30pm | <b>Media Center</b>   | 1E Hall Level 1 |
| 8am-5pm    | <b>Auto Innovators</b>  | 1E15, Level 1   |
| 8am-4pm    | <b>Media Interviews &amp; Vehicle Discovery</b>                           | Show Floor      |
| 8am-9pm    | <b>Subaru Loves Pets   Rescue Dogs Rock</b><br><i>(1hr break at 12pm)</i> | Level 3         |

*(continued)*

## THURSDAY, MARCH 28, 2024 • INDUSTRY DAY *(continued)*

|            |   |                                    |
|------------|---|------------------------------------|
| 9am-2pm    | <b>World Traffic Safety Symposium</b>                                     | 1E08-1E09 Level 1                  |
|            | <b>WTSS Luncheon</b>  | 1E10-1E11 Level 1                  |
| 9am-10pm   | <b>R2X Rides+ Expo</b>  | Level 1                            |
| 9am-10pm   | <b>Automotive Aftermarket   NRS</b>                                       | Special Events Hall                |
|            | <b>Camp Jeep</b>  | Inner Roadway North                |
|            | <b>Ford Bronco Off-Road Adventure Ride</b>                                | Inner Roadway South                |
|            | <b>Ford Bronco Remote Control Track</b>                                   | Level 3                            |
|            | <b>Hyundai Ride &amp; Drive</b>   | Level 3                            |
|            | <b>Toyota Sports Festival</b>   | Level 3                            |
| 10am-9pm   | <b>EV Test Track</b>  | Level 1                            |
|            | <i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> |                                    |
| 2pm-6:30pm | <b>Group Tours</b>  | Crystal Palace (35th St. Entrance) |
| 5pm-7pm    | <b>Dealer Preview Reception</b>   | Level 1 & 3                        |
|            | <i>(invitation only)</i>  |                                    |
| 5pm-10pm   | <b>Dealer Preview</b>   | Level 1 & 3                        |

## FRIDAY, MARCH 29, 2024 • PUBLIC DAY

|           |   |                                    |
|-----------|---|------------------------------------|
| 9am-5pm   | <b>Media Center</b>   | 1C02-1C03                          |
| 9am-10am  | <b>Early Access Ticket Holders</b>  | Crystal Palace (35th St. Entrance) |
| 9am-11am  | <b>Group Tours</b>  | Crystal Palace (35th St. Entrance) |
| 9am-9pm   | <b>EV Test Track</b>  | Level 1                            |
|           | <i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> |                                    |
| 10am-10pm | <b>Show Open</b>  |                                    |
|           | <b>Automotive Aftermarket   NRS</b>                                       | Special Events Hall                |
|           | <b>Camp Jeep</b>  | Inner Roadway North                |
|           | <b>Ford Bronco Off-Road Adventure Ride</b>                                | Inner Roadway South                |
|           | <b>Ford Mustang 60th Anniversary Exhibit</b>                              | Level 1                            |
|           | <b>Ford Bronco Remote Control Track</b>                                   | Level 3                            |
|           | <b>Hyundai Ride &amp; Drive</b>   | Level 3                            |
|           | <b>R2X Rides+ Expo</b>  | Level 1                            |
|           | <b>Toyota Sports Festival</b>   | Level 3                            |
| 11am-3pm  | <b>Subaru Loves Pets   Muddy Paws</b>                                     | Level 3                            |
| 2pm-4pm   | <b>Group Tours</b>  | Crystal Palace (35th St. Entrance) |
| 3pm-8pm   | <b>Subaru Loves Pets   NYC Second Chance Animal Rescue</b>                | Level 3                            |

## SATURDAY, MARCH 30, 2024 • PUBLIC DAY

|             |   |                                    |
|-------------|---|------------------------------------|
| 7am-5pm     | <b>Media Center</b>   | 1C02-1C03 Level 1                  |
| 8:30am-10am | <b>Opening Ceremony</b>   | Crystal Palace                     |
| 9am-10am    | <b>Early Access Ticket Holders</b>  | Crystal Palace (35th St. Entrance) |
| 9am-11am    | <b>Group Tours</b>  | Crystal Palace (35th St. Entrance) |
| 9am-9pm     | <b>EV Test Track</b>  | Level 1                            |
|             | <i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> |                                    |
| 10am-10pm   | <b>Show Open</b>  |                                    |
|             | <b>Automotive Aftermarket   NRS</b>                                       | Special Events Hall                |
|             | <b>Camp Jeep</b>  | Inner Roadway North                |

**SATURDAY, MARCH 30, 2024 • PUBLIC DAY (continued)**

|             |   |                                     |
|-------------|---|-------------------------------------|
|             | <b>Ford Bronco Off-Roadeo Adventure Ride</b>                              | Inner Roadway South                 |
|             | <b>Ford Mustang 60th Anniversary Exhibit</b>                              | Level 1                             |
|             | <b>Ford Bronco Remote Control Track</b>                                   | Level 3                             |
|             | <b>Hyundai Ride &amp; Drive</b>   | Level 3                             |
|             | <b>Marketplace Exhibits   River Pavilion</b>                              | Crystal Palace escalator to Level 4 |
|             | <b>R2X Rides+ Expo</b>  | Level 1                             |
|             | <b>Toyota Sports Festival</b>   | Level 3                             |
| 11:30am-7pm | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i>      | Crystal Palace escalator to Level 4 |
| 11am-8pm    | <b>Subaru Loves Pets   NYC Animal Rescue</b><br><i>(1hr break at 3pm)</i> | Level 3                             |
| 2pm-4pm     | <b>Group Tours</b>  | Crystal Palace (35th St. Entrance)  |
| 7pm-9pm     | <b>Group Tours</b>  | Crystal Palace (35th St. Entrance)  |

**SUNDAY, MARCH 31, 2024 • PUBLIC DAY**

|          |   |                                     |
|----------|---|-------------------------------------|
| 9am-5pm  | <b>Media Center</b>   | 1C02-1C03 Level 1                   |
| 10am-7pm | <b>Show Open</b>  |                                     |
|          | <b>Automotive Aftermarket   NRS</b>   | Special Events Hall                 |
|          | <b>Ford Mustang 60th Anniversary Exhibit</b>  | Level 1                             |
|          | <b>Ford Bronco Remote Control Track</b>   | Level 3                             |
|          | <b>Marketplace Exhibits   River Pavilion</b>  | Crystal Palace escalator to Level 4 |
|          | <b>R2X Rides+ Expo</b>  | Level 1                             |
|          | <b>Toyota Sports Festival</b>   | Level 3                             |
| 10am-6pm | <b>EV Test Track</b><br><i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> | Level 1                             |
|          | <b>Hyundai Ride &amp; Drive</b>   | Level 3                             |
|          | <b>Camp Jeep</b>  | Inner Roadway North                 |
|          | <b>Ford Bronco Off-Roadeo Adventure Ride</b>  | Inner Roadway South                 |
| 11am-6pm | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i>                              | Crystal Palace escalator to Level 4 |
| 10am-7pm | <b>Subaru Loves Pets   TBD</b><br><i>(1hr break at 3pm)</i>                                       | Level 3                             |

**MONDAY, APRIL 1, 2024 • PUBLIC DAY**

|           |  |                                     |
|-----------|--|-------------------------------------|
| 9am-5pm   | <b>Media Center</b>                          | 1C02-1C03 Level 1                   |
| 10am-10pm | <b>Show Open</b>                             |                                     |
|           | <b>Camp Jeep</b>                             | Inner Roadway North                 |
|           | <b>Ford Bronco Off-Roadeo Adventure Ride</b> | Inner Roadway South                 |
|           | <b>Ford Bronco Remote Control Track</b>      | Level 3                             |
|           | <b>Hot Rods Exhibit</b>                      | Level 1                             |
|           | <b>Hyundai Ride &amp; Drive</b>              | Level 3                             |
|           | <b>Marketplace Exhibits   River Pavilion</b> | Crystal Palace escalator to Level 4 |
|           | <b>R2X Rides+ Expo</b>                       | Level 1                             |
|           | <b>Toyota Sports Festival</b>                | Level 3                             |

**MONDAY, APRIL 1, 2024 • PUBLIC DAY (continued)**

|          |   |                                     |
|----------|---|-------------------------------------|
| 10am-9pm | <b>EV Test Track</b><br><i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> | Level 1                             |
| 11am-7pm | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i>                              | Crystal Palace escalator to Level 4 |
| 11am-8pm | <b>Subaru Loves Pets   NYC Second Chance Animal Rescue</b><br><i>(1hr break at 3pm)</i>           | Level 3                             |

**TUESDAY, APRIL 2, 2024 • PUBLIC DAY**

|           |   |                                     |
|-----------|---|-------------------------------------|
| 9am-5pm   | <b>Media Center</b>   | 1C02-1C03 Level 1                   |
| 10am-10pm | <b>Show Open</b>  |                                     |
|           | <b>Camp Jeep</b>  | Inner Roadway North                 |
|           | <b>Ford Bronco Off-Roadeo Adventure Ride</b>  | Inner Roadway South                 |
|           | <b>Ford Bronco Remote Control Track</b>   | Level 3                             |
|           | <b>Hot Rods Exhibit</b>   | Level 1                             |
|           | <b>Hyundai Ride &amp; Drive</b>   | Level 1                             |
|           | <b>Marketplace Exhibits   River Pavilion</b>  | Crystal Palace escalator to Level 4 |
|           | <b>R2X Rides+ Expo</b>  | Level 1                             |
|           | <b>Toyota Sports Festival</b>   | Level 3                             |
| 10am-9pm  | <b>EV Test Track</b><br><i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> | Level 1                             |
| 11am-12pm | <b>First Responders Appreciation Press Conference</b>   | Show Floor                          |
| 11am-7pm  | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i>                              | Crystal Palace escalator to Level 4 |
| 11am-8pm  | <b>Subaru Loves Pets   NYC Second Chance Animal Rescue</b><br><i>(1hr break at 3pm)</i>           | Level 3                             |

**WEDNESDAY, APRIL 3, 2024 • PUBLIC DAY**

|           |   |                                     |
|-----------|---|-------------------------------------|
| 9am-5pm   | <b>Media Center</b>   | 1C02-1C03 Level 1                   |
| 9am-1pm   | <b>Career Fair</b>  | Special Events Hall                 |
| 10am-10pm | <b>Show Open</b>  |                                     |
|           | <b>First Responders Appreciation Day</b>  |                                     |
|           | <b>Camp Jeep</b>  | Inner Roadway North                 |
|           | <b>Ford Bronco Off-Roadeo Adventure Ride</b>  | Inner Roadway South                 |
|           | <b>Ford Bronco Remote Control Track</b>   | Level 3                             |
|           | <b>Hot Rods Exhibit</b>   | Level 1                             |
|           | <b>Hyundai Ride &amp; Drive</b>   | Level 3                             |
|           | <b>Marketplace Exhibits   River Pavilion</b>  | Crystal Palace escalator to Level 4 |
|           | <b>R2X Rides+ Expo</b>  | Level 1                             |
|           | <b>Toyota Sports Festival</b>   | Level 3                             |
| 10am-9pm  | <b>EV Test Track</b><br><i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> | Level 1                             |
| 11am-7pm  | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i>                              | Crystal Palace escalator to Level 4 |
| 11am-8pm  | <b>Subaru Loves Pets   Rescue Dogs Rock</b><br><i>(1hr break at 3pm)</i>                          | Level 3                             |

## THURSDAY, APRIL 4, 2024 • PUBLIC DAY (continued)

|           |   |                                     |
|-----------|---|-------------------------------------|
| 9am-5pm   | <b>Media Center</b>   | 1C02-1C03 Level 1                   |
| 10am-10pm | <b>Show Open</b>  |                                     |
|           | <b>Camp Jeep</b>  | Inner Roadway North                 |
|           | <b>Ford Bronco Off-Roadeo Adventure Ride</b>  | Inner Roadway South                 |
|           | <b>Ford Bronco Remote Control Track</b>   | Level 3                             |
|           | <b>Hot Rods Exhibit</b>   | Level 1                             |
|           | <b>Hyundai Ride &amp; Drive</b>   | Level 3                             |
|           | <b>Marketplace Exhibits   River Pavilion</b>  | Crystal Palace escalator to Level 4 |
|           | <b>R2X Rides+ Expo</b>  | Level 1                             |
|           | <b>Toyota Sports Festival</b>   | Level 3                             |
| 10am-9pm  | <b>EV Test Track</b><br><i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> | Level 1                             |
| 11am-7pm  | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i>                              | Crystal Palace escalator to Level 4 |
| 11am-8pm  | <b>Subaru Loves Pets   Rescue Dogs Rock</b><br><i>(1hr break at 3pm)</i>                          | Level 3                             |

## FRIDAY, APRIL 5, 2024 • PUBLIC DAY

|           |   |                                     |
|-----------|---|-------------------------------------|
| 9am-5pm   | <b>Media Center</b>   | 1C02-1C03 Level 1                   |
| 9am-10am  | <b>Early Access Ticket Holders</b>  | Crystal Palace (35th St. Entrance)  |
| 9am-11am  | <b>Group Tour</b>   | Crystal Palace (35th St. Entrance)  |
| 9am-9pm   | <b>EV Test Track</b><br><i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> | Level 1                             |
| 9am-10pm  | <b>Camp Jeep</b>  | Inner Roadway North                 |
| 10am-10pm | <b>Show Open</b>  |                                     |
|           | <b>Camp Jeep</b>  | Inner Roadway North                 |
|           | <b>Ford Bronco Off-Roadeo Adventure Ride</b>  | Inner Roadway South                 |
|           | <b>Ford Bronco Remote Control Track</b>   | Level 3                             |
|           | <b>Hyundai Ride &amp; Drive</b>   | Level 3                             |
|           | <b>Marketplace Exhibits   River Pavilion</b>  | Crystal Palace escalator to Level 4 |
|           | <b>R2X Rides+ Expo</b>  | Level 1                             |
|           | <b>GTO 60th Anniversary Exhibit</b>   | Level 1                             |
|           | <b>Toyota Sports Festival</b>   | Level 3                             |
| 11am-7pm  | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i>                              | Crystal Palace escalator to Level 4 |
| 11am-8pm  | <b>Subaru Loves Pets   Rescue Dogs Rock</b><br><i>(1hr break at 3pm)</i>                          | Level 3                             |
| 7pm-9pm   | <b>Group Tour</b>   | Crystal Palace (35th St. Entrance)  |

## SATURDAY, APRIL 6, 2024 • PUBLIC DAY

|          |   |                                    |
|----------|---|------------------------------------|
| 9am-5pm  | <b>Media Center</b>   | 1C02-1C03 Level 1                  |
| 9am-10am | <b>Early Access Ticket Holders</b>  | Crystal Palace (35th St. Entrance) |
| 9am-11am | <b>Group Tour</b>   | Crystal Palace (35th St. Entrance) |
| 9am-9pm  | <b>EV Test Track</b><br><i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> | Level 1                            |

**SATURDAY, APRIL 6, 2024 • PUBLIC DAY (continued)**

|                |  |                                     |
|----------------|--|-------------------------------------|
| 9am-10pm       | <b>Camp Jeep</b>   | Inner Roadway North                 |
| 10am-10pm      | <b>Show Open</b>   |                                     |
|                | <b>Hyundai Ride &amp; Drive</b>                                      | Level 3                             |
|                | <b>Ford Bronco Off-Roadeo Adventure Ride</b>                         | Inner Roadway South                 |
|                | <b>Ford Bronco Remote Control Track</b>                              | Level 3                             |
|                | <b>GTO 60th Anniversary Exhibit</b>                                  | Level 1                             |
|                | <b>Marketplace Exhibits   River Pavilion</b>                         | Crystal Palace escalator to Level 4 |
|                | <b>R2X Rides+ Expo</b>   | Level 1                             |
|                | <b>Toyota Sports Festival</b>  | Level 3                             |
| 11:30am-1:30pm | <b>Group Tours</b>   | Crystal Palace (35th St. Entrance)  |
| 11am-7pm       | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i> | Crystal Palace escalator to Level 4 |
| 11am-3pm       | <b>Subaru Loves Pets   NYC Animal Rescue</b>                         | Level 3                             |
| 2pm-4pm        | <b>Group Tour</b>  | Crystal Palace (35th St. Entrance)  |
| 4pm-8pm        | <b>Subaru Loves Pets   Rescue Dogs Rock</b>                          | Level 3                             |

**SUNDAY, APRIL 7, 2024 • PUBLIC DAY**

|          |   |                                     |
|----------|---|-------------------------------------|
| 9am-5pm  | <b>Media Center</b>   | 1C02-1C03 Level 1                   |
| 10am-6pm | <b>EV Test Track</b><br><i>(Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, Volkswagen)</i> | Level 1                             |
| 10am-7pm | <b>Show Open</b>  |                                     |
|          | <b>Camp Jeep</b>  | Inner Roadway North                 |
|          | <b>Ford Bronco Off-Roadeo Adventure Ride</b>  | Inner Roadway South                 |
|          | <b>Ford Bronco Remote Control Track</b>   | Level 3                             |
|          | <b>GTO 60th Anniversary Exhibit</b>   | Level 1                             |
|          | <b>Hyundai Ride &amp; Drive</b>   | Level 3                             |
|          | <b>Toyota Sports Festival</b>   | Level 3                             |
|          | <b>Marketplace Exhibits   River Pavilion</b>  | Crystal Palace escalator to Level 4 |
|          | <b>R2X Rides+ Expo</b>  | Level 1                             |
| 11am-6pm | <b>Kids EV Driving Academy   River Pavilion</b><br><i>(ages 3-7)</i>                              | Crystal Palace escalator to Level 4 |
| 10am-2pm | <b>Subaru Loves Pets   Badass Animal Rescue</b>   | Level 3                             |
| 3pm-7pm  | <b>Subaru Loves Pets   Rescue Dogs Rock</b>   | Level 3                             |
| 7pm      | <b>Show Closes   See you in 2025!</b><br><i>April 18 – April 27, 2025</i>                         |                                     |