



New York Auto Show News

125th Edition

JACOB K. JAVITS CENTER, NEW YORK CITY, NY

APRIL 2025



The first major auto show in the United States, held in New York City at Madison Square Garden on November 3, 1900. This groundbreaking event featured 69 exhibitors and drew more than 40,000 attendees, marking the beginning of America's fascination with the automobile.

The New York International Auto Show is celebrating its 125th anniversary—defining over a century of automotive innovation, style, and culture. The first show took place in 1900 at Madison Square Garden, where 69 exhibitors showcased the latest in transportation technology to more than 48,000 curious visitors. Tickets were just 50 cents, and vehicles ranged in price from \$280 to \$4,000. That historic event was a defining moment in American history, introducing the masses to the automobile and paving the way for a revolution in mobility.

“As we celebrate the 125th anniversary of the New York Auto Show, we’re honoring more than just the history of the automobile—we’re celebrating the people behind the industry. From the manufacturers and designers to the local dealers who connect communities to the cars they love. It’s a privilege to help carry that legacy forward in a way that inspires future generations,” said Oliver Brodlieb, Chairman, New York Auto Show.

Today, the Show continues to captivate audiences at the Jacob Javits Center, staying true to its roots while embracing the future. With interactive displays, thrilling test tracks, cutting-edge technology, and vehicles ranging from \$30,000 to several million dollars, the Show remains a dynamic reflection of the industry's evolution. Welcoming hundreds of thousands of visitors each year, it's more than just a show—it's a celebration of design, progress, and the enduring connection between people and the cars they love.

SHOW SCHEDULE HIGHLIGHTS

- **AUTOMOTIVE FORUM** TUESDAY, APRIL 15
- **WORLD CAR AWARDS** WEDNESDAY, APRIL 16
- **DEALER PREVIEW** WEDNESDAY, APRIL 16
- **MEDIA POST MARKETING & AWARDS** WEDNESDAY, APRIL 16
- **EV PRESS CONFERENCE** WEDNESDAY, APRIL 16
- **WORLD TRAFFIC SAFETY SYMPOSIUM** THURSDAY, APRIL 17

2025 PUBLIC SHOW DATES:
Friday, April 18 - Sunday, April 27

2025 FEATURED EXHIBITS

As we mark 125 incredible years of the New York Auto Show, we’re pulling out all the stops to celebrate this milestone! While the dazzling OEM exhibits will take center stage, we’ve also curated a series of spectacular showcases that honor the rich history and remarkable achievements of the automotive world. Join us as we toast to 125 years of automotive excellence with these unforgettable displays!



Heritage Exhibit:
125 Years of the New York Auto Show

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The Golden Era Exhibit:
A Tribute to 1950s Automotive Excellence

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From Racing Roots to Rally Legends:
The Subaru 'Born to Rally' Collection

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NEW YORK INTERNATIONAL AUTO SHOW

125 YEARS

2025

NEW YORK INTERNATIONAL AUTO SHOW

AUTOSHOWNY.COM #NYIAS

HERITAGE EXHIBIT: 125 YEARS OF THE NEW YORK AUTO SHOW

In 1900, New York City was abuzz with progress and possibility. The dawn of the 20th century saw the rise of a brand-new invention—the automobile. While horse-drawn carriages still filled the streets, a handful of visionaries saw the future, and they wanted to show it to the world. The First Annual Automobile Show was unlike anything the city had seen: over 160 gleaming machines filled the hall, from steam-powered delivery wagons to electric cars. This year's Heritage Exhibit brings that same spirit of wonder and discovery back to the Show floor. As we commemorate our 125th anniversary in 2025, this special exhibition invites you on a journey through time, showcasing the evolution of the automobile and the pivotal role our Show has played in shaping the industry. Here are the vehicles that will be displayed in the exhibit:



1909 Cadillac Model 30 Demi Tonneau



1910 Ford Model T



1927 Dodge Brothers Standard Six



1933 Pierce-Arrow Model 1247



1947 Mercury Eight Convertible



1955 or 1956 Mercedes-Benz 300SL Gullwing



1963 Chevrolet Corvette Split-Window Coupe



1979 Pontiac Firebird Trans Am



1986 DeLorean DMC-12



1999 Acura NSX



2006 Bugatti Veyron 16.4



2011 Chevrolet Volt



2022 Porsche 911 GT3 RS

NEW YORK INTERNATIONAL AUTO SHOW

APRIL 18-27, 2025

MON-THURS: 10 AM - 8 PM | FRI-SAT: 10 AM - 10 PM | SUN: 10 AM - 7 PM

FOR TICKETS, VISIT AUTOSHOWNY.COM | JACOB K. JAVITS CENTER

125 YEARS

THE GOLDEN ERA EXHIBIT:

A TRIBUTE TO 1950s AUTOMOTIVE EXCELLENCE



Step into a world of chrome, fins, and jet-age dreams at the Golden Era Exhibit, a special showcase at the 2025 New York International Auto Show celebrating the unforgettable style of the 1950s. This was the decade when cars became more than just transportation—they became rolling works of art, symbols of prosperity, and cultural icons that defined a generation. This exhibit features three standout vehicles that embody the spirit of the decade: the **1957 Cadillac Eldorado**, a symbol of post-war luxury and elegance; the **1958 Buick Limited**, a bold expression of mid-century design excess; and the **1955 Packard Caribbean**, a rare gem from one of America's most storied brands. Each model tells a story of style, craftsmanship, and the spirit that defined the era.

**1955
PACKARD
CARIBBEAN**



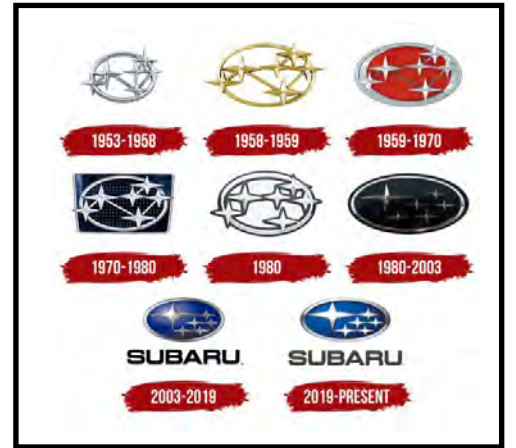
1957 CADILLAC ELDORADO



**1958
BUICK
LIMITED**



THE SUBARU 'BORN TO RALLY' COLLECTION



The **Born to Rally** exhibit celebrates Subaru's legendary motorsport heritage through the remarkable personal collection of **James Buzzetta, Jr.**—a third-generation automotive enthusiast, GNYADA Board Member, and passionate collector. James' love for performance vehicles is rooted in his family legacy: his grandfather, Joe Buzzetta, rose from running a small repair shop to becoming Porsche's first American factory race driver and the founder of Competition Auto Group, now a thriving dealership network, that includes five dealerships and employs over 500 people.

Carrying forward that spirit of excellence and vision, James has assembled an extraordinary Subaru collection that includes **the first model of every STI performance vehicle sold in the U.S. since 2004.**

The collection features eight standout Subarus, each representing a chapter in the brand's performance legacy. Highlights include the **1991 Legacy Turbo**, a rally-bred pioneer that laid the foundation for Subaru's WRC success, and the **2004 WRX STI**, the first STI officially sold in the U.S. Also featured are the **2015 Launch Edition** and the **2019 S209**, two limited-production models that represent the peak of STI engineering, with the S209 being the most powerful and exclusive WRX STI ever sold in the U.S., limited to just 209 units.



WORLD'S MOST STUNNING CARS TAKE THE SPOTLIGHT IN NEW YORK



For over two decades, **Brian Miller**, Vice Chairman of the New York Auto Show and Owner of Manhattan Motorcars, has delivered one of the Show's most anticipated traditions, a breathtaking display of exotic, ultra-luxury, and performance vehicles. For the Show's 125th anniversary, Miller continues that legacy with some of the rarest and most exciting cars on the planet—totaling several million dollars in value—including the **Koenigsegg Regera**, all-electric **Rimac Nevera**, **Lotus Eletre Carbon**, and models from **Bentley**, **Rolls-Royce**, **Lamborghini**, and more!



**CUSTOM
BUILDS
TAKE THE
SPOTLIGHT
IN R2XPO
RIDES & RIGS**



R2XPO Rides & Rigs is back and bigger than ever at the 2025 New York Auto Show, with an expanded exhibit that puts performance and personality on full display. From rally racers and lifted off-road rigs to head-turning show builds, this fan-favorite showcase brings together some of the most impressive aftermarket vehicles on the East Coast. The exhibit celebrates the passion, power, and creativity of the custom automotive world—and this year, attendees can cast their votes to help decide which vehicles take home top honors across multiple award categories.

**TRANS AM
WORLDWIDE
UNVEILS
MODERN
CHEVELLE
SUPER SPORTS**

As part of the 125th anniversary celebration, **Trans Am Worldwide** is debuting three reimagined Chevelle Super Sports that fuse classic muscle car styling with modern performance and technology. Paying tribute to the iconic Chevilles of the 1960s and '70s, these next-generation models are equipped with advanced drivetrains, suspension systems, and cutting-edge engineering—bringing timeless American power into the future.



**UNLEASHING
ADVENTURE:
OVERLANDER
WEEKEND**

April 25–27, 2025



Overlander Weekend—a three-day immersive experience dedicated to the growing world of off-road travel and vehicle-based exploration, built to take you where maps end, and adventure begins. The exhibit will highlight the essentials of overlanding, featuring rugged fully equipped rigs, innovative vehicle modifications, and daily educational sessions from **Morrison's Outdoor Adventures** covering survival skills, vehicle prep, and more.

**WITNESS THE
ART OF RWB:
LIVE PORSCHE
BUILD BY
AKIRA NAKAI**

April 23–24, 2025

World-renowned Porsche tuner **Akira Nakai** will take center stage for a live, two-day build of a **2006 Porsche Carrera S** on **April 23rd and 24th**. As the founder of **RAUH-Welt Begriff (RWB)**, Akira Nakai is known for transforming classic Porsches into wide-bodied, one-of-a-kind masterpieces that blend Japanese street style with German engineering. Nakai's builds are rare, and enthusiasts from across the globe travel for the once-in-a-lifetime opportunity to have their car customized by him.



**NEVER RIDE
STOCK BRINGS
CUSTOM CAR
CULTURE TO
NYIAS**

April 18–20, 2025



From April 18–20, **Never Ride Stock** brings its high-energy, aftermarket lifestyle experience to the New York Auto Show. The NRS Experience is more than just a showcase—it's a cultural movement that celebrates the creative collision of custom cars, streetwear fashion, live art, music, and performance. Attendees can explore a vibrant lineup of modified vehicles, score limited-edition apparel drops, watch live demos from top automotive talent, and immerse themselves in the ultimate fusion of cars, kicks, and culture.

RIDE & DRIVES: OUR BIGGEST EV TEST TRACK EXPERIENCE



The 2025 New York Auto Show's EV Test Track is bigger and better than ever! Spanning over **90,000 square feet**, the expanded track gives visitors the chance to ride in **17 electric vehicles**

from **9 leading manufacturers**. Designed with three dynamic lanes—Suspension/Comfort, Slalom, and Acceleration—the course highlights the smooth ride, precise handling, and instant torque that define

today's cutting-edge EVs. Featured models include the **Cadillac LYRIQ**, **Chevy Silverado EV**, **Ford F-150 Lightning**, **Kia EV9**, **VW ID.4**, **Dodge Charger Daytona**, and more.



DODGE

Ford

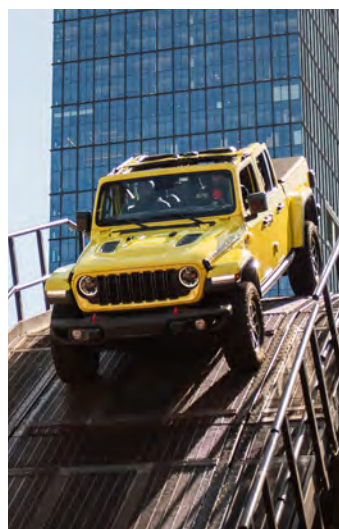
Jeep



TOYOTA



In addition, **Hyundai** returns with its own dedicated EV test track on the Show's main level, offering attendees a chance to experience their award-winning **IONIQ** lineup in action.



21 Years of Thrills: Experience Camp Jeep

Attendees can experience the thrill of off-roading at **Camp Jeep**, featuring its iconic **28-foot-tall Jeep Mountain** and an expanded **20,000-square-foot course** filled with heart-pounding obstacles. Now celebrating 21 years at the New York Auto Show, Camp Jeep has provided **over 534,000 test rides** in NYC alone. Attendees can ride along in models like the **Wrangler 392**, **Grand Cherokee 4xe Trailhawk**, and **Gladiator Rubicon** during this unforgettable adventure.

Jeep

Go Wild: Experience the Ford Bronco Built Wild Ride

Attendees will have the opportunity to take part in the **Ford Bronco Built Wild Ride**—a thrilling off-road experience that puts the Bronco's legendary 4x4 capabilities front and center. Guests will ride in **Bronco Badlands models** as trained drivers navigate steep inclines, rugged terrain, and real-world obstacles.



This high-energy activation gives showgoers a first-hand look at the **Ford Bronco's** power, versatility, and off-road performance, making it a can't-miss attraction.



The New York International Auto Show begins with three exclusive Industry and Press Days, offering a first look at the latest industry trends, groundbreaking vehicle debuts, and cutting-edge technology. This behind-the-scenes kickoff includes the Automotive Forum, World Car Awards, and MediaPost’s Automotive Marketing Conference—bringing industry leaders together to shape the future of mobility.

Top Executives Take the Stage at the 2025 Automotive Forum

The 2025 Automotive Forum will take place on Tuesday, April 15 at the Javits Center, bringing together top industry leaders for a day of insights and forward-looking discussions. Featured speakers include Vinay Shahani, SVP of U.S. Marketing & Sales at Nissan Americas; Randy Parker, CEO of Hyundai & Genesis Motor North America; Mike Cottone, President of Volvo Car USA & Canada; and Steve Center, COO & EVP of Kia America. The event will also feature expert-led panels on key topics such as EV infrastructure, franchise relationships, and economic forecasts. To register and view the agenda, visit, autoforumny.com.

Celebrity Car Corner: Star Power Meets Horsepower

To add to the excitement of First Press Day, the New York Auto Show will host a special “Celebrity Car Corner” featuring Tracy Morgan and Michael Strahan, two well-known car enthusiasts who will share stories about their personal collections and passion for the automotive world.

The conversation will be hosted

by Jason Stein, SiriusXM’s host of “Cars & Culture”, and streamed to his global audience spanning 52 countries with more than 14 million views.

Both Tracy and Michael will also have vehicles from their collections on display for attendees to enjoy throughout the Show.

Major Automotive Marketing Conference Set to Take Place at NVIAS

MediaPost will once again host its annual automotive marketing conference in conjunction with the New York Auto Show by gathering leading marketing executives from the world’s automakers. The day-long conference will take place during the press preview on Wednesday, April 16, and will include the auto industry’s “Marketer of the Year” announcement. The conference includes top marketing executives from Mercedes-Benz, Ford, Hyundai, Nissan, and VW.

The World Traffic Safety Symposium

Driving Advances in Vehicle and Road Safety for 35 Years

April 17 | 8AM-2PM

Founded in 1990, the World Traffic Safety Symposium brings together automakers, safety advocates, public and private organizations, and media to explore innovative strategies for making roads safer. Now in its 35th year, the Symposium is held annually in conjunction with the New York International Auto Show.

This year’s program features opening remarks by NYS DMV Commissioner Mark Schroeder and a special address from Jean Todt, United Nations Special Envoy for

Road Safety. A Road Safety Evolution Panel will include David Strickland, VP, General Motors; Polly Trottenberg, former U.S. Deputy Secretary of Transportation; and other distinguished leaders, moderated by John Bozzella, President and CEO of the Alliance for Automotive Innovation. The program also includes a fireside chat with NYC DOT Commissioner Ydanis Rodriguez, offering local insights on smart road design and driverless cars.



EV Press Conference: Navigating What’s Next **April 16 | 12:50PM**

As federal and state EV mandates accelerate, the need for industry-wide collaboration and clarity has never been greater. Join us for a panel discussion exploring how automakers, policymakers, and industry leaders are navigating the rapidly evolving EV landscape. Topics will include product advancements, charging infrastructure, consumer marketing, government incentives, and the impact of regulatory mandates shaping the future of mobility.

Panelists include **John Bozzella, President and CEO of the Alliance for Automotive Innovation; Laura Perrotta, President of NJ CAR and formerly with ATD; a representative from J.D. Power; and Mark Schienberg, President of GNYADA.**



World’s #1 Auto Awards Program Returns to NVIAS

Now in its 21st year, the World Car Awards continues its mission to recognize, reward, and inspire excellence, leadership, and innovation in the global automotive industry. The awards are returning to the Show with categories in World Car of the Year, World Urban Car, World Luxury Car, World Performance Car, World Electric Vehicle, and World Car Design of the Year. For more information, visit worldcarawards.com.

World Car of the Year

- BMW X3
- Hyundai Inster/Casper Electric
- Kia EV3

World Urban Car

- BYD Seagull/Dolphin Mini
- Hyundai Inster/Casper Electric
- Mini Cooper Electric

World Luxury Car

- Porsche Macan
- Porsche Panamera
- Volvo EX90

World Performance Car

- BMW M5
- Porsche 911 Carrera GTS
- Porsche Taycan Turbo GT

World Electric Vehicle

- Hyundai Inster/Casper Electric
- Kia EV3
- Porsche Macan Electric

World Car Design of the Year

- Kia EV3
- Toyota Land Cruiser/Land Cruiser 250
- Volkswagen ID. Buzz

2025 NEW YORK INTERNATIONAL AUTO SHOW

Jacob K. Javits Center
429 11th Avenue
New York, NY 10001

2025 DATES

Press & Industry Days:

APRIL 16 & 17

Public Days:

APRIL 18-27

Hours:

Mon-Thurs: 10am-8pm

Fri-Sat: 10am-10pm

Sunday: 10am-7pm

On-site Show Management

Level 4 Terraces

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

Phone:

718.746.5300

Hotline:

800.282.3336

(recorded info only)

Website:

autoshowNY.com

Onsite Ticket Sales end one hour before show close.
All events take place at the Javits Center unless otherwise noted.
Schedule as of 4/11/25 and is subject to change.