

**NEW YORK  
INTERNATIONAL  
AUTO SHOW**



**MEDIA KIT  
2025**

AUTOSHOWNY.COM

AUTOSHOWNY.COM

# CONTENT

**ABOUT THE SHOW**

---

**INDUSTRY EVENTS**

---

**PRESS CONFERENCES**

---

**PUBLIC EVENTS**

---

**AUTOMAKERS**

---

**SPECIALTY EXHIBITS**

---

**TEST TRACKS**

---

**REACH**

---

**AUDIENCE**

---

# ABOUT THE SHOW



The New York International Auto Show (NYIAS) is one of the world's premier automotive events, showcasing the latest innovations, cutting-edge technology, and groundbreaking vehicle debuts from top manufacturers. Held annually at the Javits Center in New York City, the show attracts industry professionals, media, and car enthusiasts from around the globe.





# INDUSTRY EVENTS

APRIL 15 - APRIL 17, 2025



## Automotive Forum

April 15 - 8:00 AM

The Automotive Forum unites top industry executives and thought leaders for high-impact discussions on the future of the automotive industry.



## World Car Awards

April 16 - 8:30 AM

The world's #1 auto awards program, honors global automotive excellence across six categories, including World Car of the Year and World Electric Vehicle.



## MediaPost Automotive Marketing Conference

April 16 - 8:45 AM

MediaPost's automotive marketing conference gathers top industry marketers for a day of insights, strategy, and the "Marketer of the Year" award.



## World Traffic Safety Symposium

April 17 - 9:00 AM

The World Traffic Safety Symposium convenes top safety leaders and experts to explore innovative strategies for safer vehicles, drivers, and roadways.



# PRESS CONFERENCES



8:30 AM



SUBARU

9:25 AM



10:00 AM



10:30 AM



11:00 AM



TOYOTA

11:25 AM



SUBARU

11:50 AM



EV Press Conference

12:15 PM



12:50 PM



1:25 PM



2:00 PM



2:10 PM



2:30 PM



2:55 PM



3:20 PM

# PUBLIC EVENTS



## Never Ride Stock

April 16 - April 20

Never Ride Stock brings its high-energy aftermarket experience to the Show, fusing custom cars, streetwear, music, and art in a bold celebration of car culture.



## Akira Nakai Live RWB Build

April 23 & April 24

See renowned Porsche tuner Akira Nakai make his inaugural appearance, performing a live, two-day build of a 2006 Porsche Carrera S on April 23rd and 24th.



## Overlander Weekend

April 25 - 27

Overlander Weekend offers an immersive dive into off-road adventure, featuring rugged vehicles, expert-led sessions, and the gear that powers self-reliant exploration.



## Alex Alpert Activation

April 16 & April 19

A local NYC artist will be live-illustrating directly on an INEOS Grenadier, transforming the vehicle into a custom work of art.

# AUTOMAKERS





# SPECIALTY EXHIBITS



## **125th Heritage Display** *Crystal Palace*

The Heritage Exhibit celebrates 125 years of automotive innovation with iconic vehicles from every decade, tracing the evolution of the automobile and the Show's legacy.



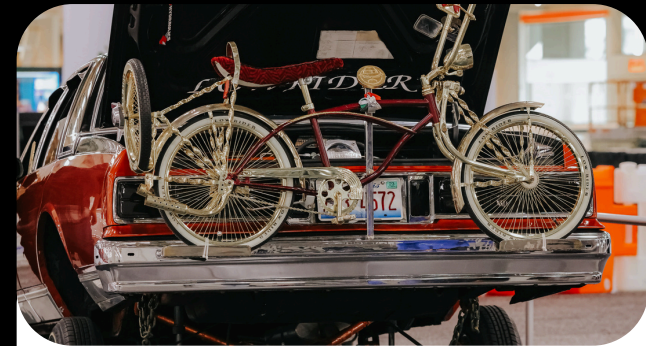
## **The Golden Era** *Crystal Palace*

The Golden Era Exhibit celebrates the bold style and cultural impact of 1950s automotive design, featuring iconic classics like the Cadillac Eldorado, Buick Limited, and Packard Caribbean.



## **Subaru Born to Rally** *North Concourse*

The 'Born To Rally' exhibit showcases James Buzzetta's exceptional collection of performance Subarus, celebrating the brand's rally heritage and a family legacy rooted in racing, innovation, and automotive passion.



## **R2XPO** *Level 1*

R2XPO is a celebration of performance, power, and pure automotive creativity—bringing together an unmatched collection of custom cars and trucks from across the country.

# TEST TRACKS



## Bronco Built Wild

The Ford Bronco Built Wild Ride brings off-road excitement to the heart of the city, giving attendees a chance to experience the Bronco's legendary 4x4 capabilities, rugged design, and cutting-edge tech.



## Camp Jeep

Featuring the legendary 28 ft 'Jeep Mountain,' Camp Jeep offers a full-throttle outdoor adventure that lets you conquer steep climbs and rugged terrain, all in the middle of the concrete jungle.



## EV Test Track

### Level 1

Take a seat in the latest EVs from leading brands. Whether you're an EV enthusiast, a current owner, or just curious, this is your chance to feel the thrill of this cutting-edge technology and amazing driving experience.



## Hyundai Test Track

### Level 3

Experience the smooth thrill of riding in one of Hyundai's multiple EV models. Driven by a professional, you'll learn and feel firsthand the key features of their vehicles.



## ATTENDEES

50

81

2

A map of the United States showing the locations of the 50 state capitals. The map is colored in a light pinkish-red hue. Red dots are placed at the capital of each state. The dots are distributed across the map, with a higher concentration in the eastern half of the country. The map includes state names and major cities. The Gulf of Mexico and The Bahamas are labeled at the bottom.



The Show delivers powerful media exposure, generating 39B+ impressions and \$500M+ in media value. With 2,142 registered journalists from 30 countries and 41.5K+ media mentions, the Show drives global visibility for participating brands.

# 39B

2K+

30

## Countries



# AUDIENCE

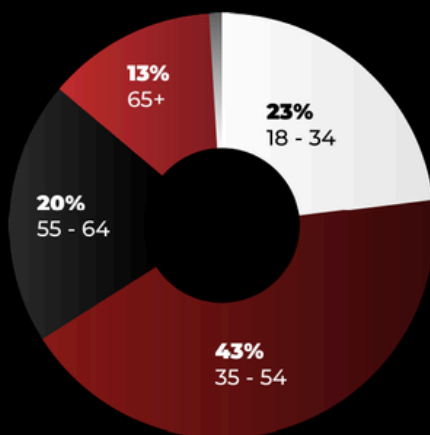
**4 1/2** | DWELL  
TIME HOURS

**59%** | ATTEND THE NEW  
YORK AUTO SHOW  
EVERY YEAR

**12%** | FIRST TIME  
VISITORS TO  
THE SHOW

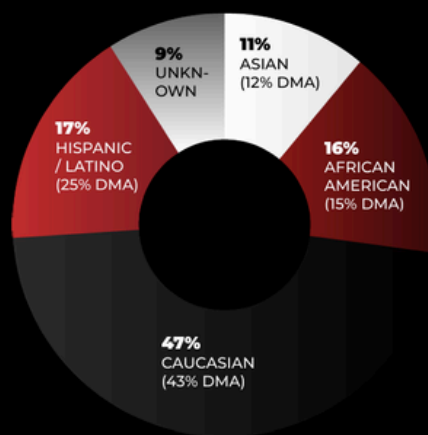
**79%** | REPORTED A  
HIGH LEVEL OF  
SATISFACTION  
WITH THE SHOW

## AGE



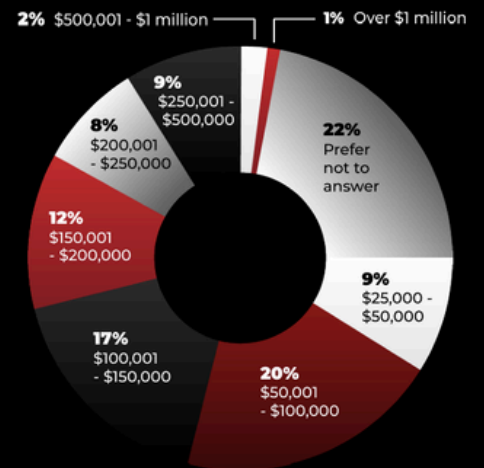
**FIRST-TIME BUYERS?**  
18-34 represent almost  
20% of 1st time attendees

## DIVERSITY



**Within the racial minority group:**  
Asian: 21%, AA: 30%  
Hispanic Latino: 32%

## INCOME



**49% OVER \$100,000**  
**20% OVER \$200,000**

Click [here](#) to see the full 2024 Impact Report.