



EV TEST TRACK

at the New York International Auto Show

- 77% of show attendees increased consideration to purchase Hybrid/ EV Vehicles
- Ridership provides consumers with a better understanding of the benefits of owning an EV
- The NYIAS EV Experience showcases vehicle acceleration, quietness, and maneuverability
- Consumers engage with knowledgeable OEM drivers'



54%

increase in EV Test Track Ridership in 2025

171%

increase in EV Test Track ridership since 2022

3 out of 5

riders of EV Test Track increased consideration to buy EV

\$45,000 (STARTING FEE)

- 1 Participating OEMs listed on signage and website
- 2 OEMs receive list of all EV Test Track participants who opted in
- 3 Exhibitor can collect data/survey for guests participating in their ride



The Power of Associations
25th Annual Summit Award
Silver Award Winner:

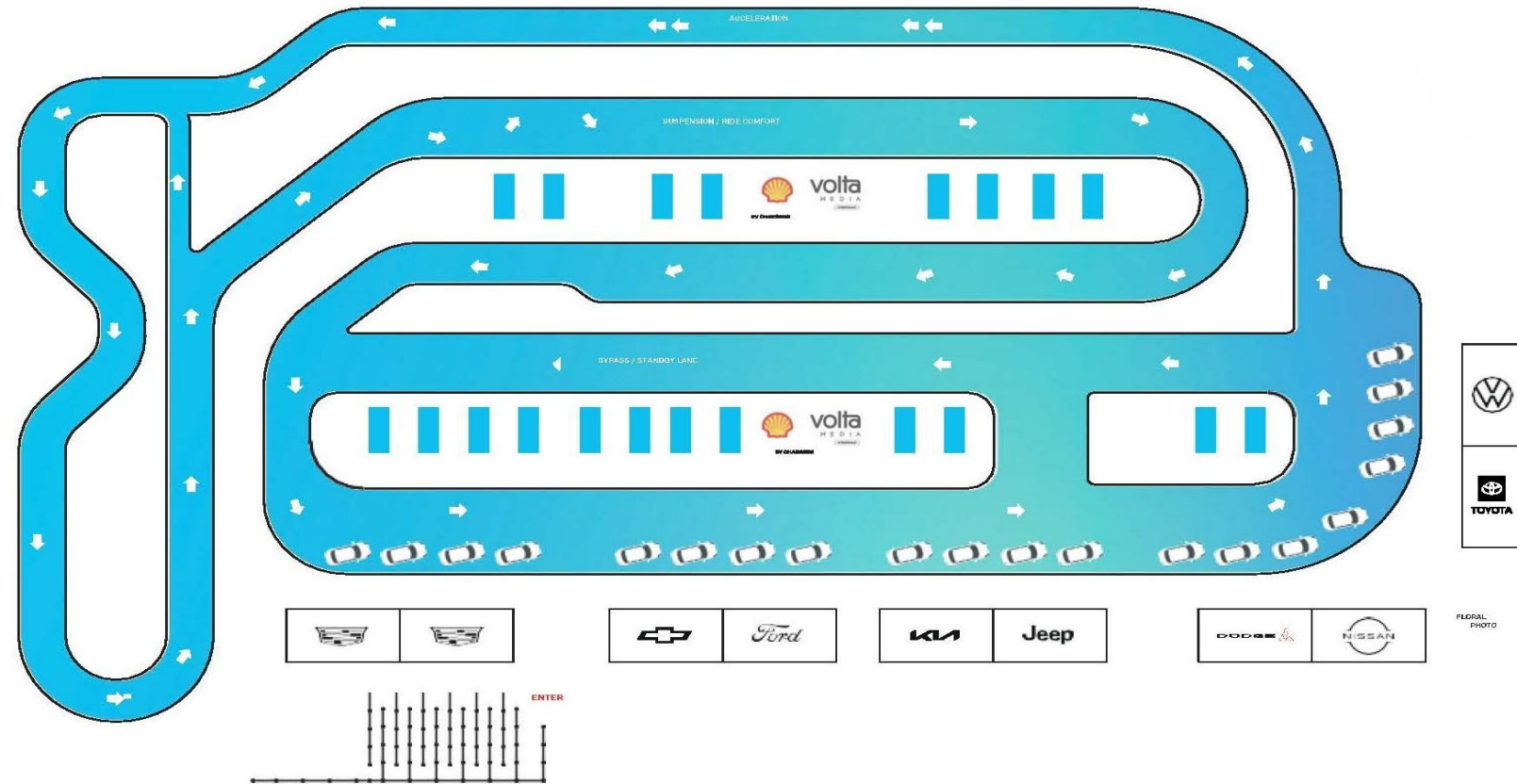


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NEW YORK INTERNATIONAL AUTO SHOW

With attendees more engaged than ever in their desire to experience and learn about electric vehicles, the Show expanded its Electric Vehicle test track to provide an even more exciting course for attendees to take a test ride. The NYIAS EV Experience brings together companies and organizations playing a critical role in the transition from gas to electric—ensuring a seamless conversion for car buyers.



- Experience helps consumers understand the benefits and fun of EVs
- EV Test Track showcases vehicle acceleration, quietness and maneuverability
- OEM drivers to engage potential buyers during drive
- Located inside the Javits Center on Level 1
- Open Press and Public Days
- NYIAS handles full event execution
- Flat fee for OEM participation (add-ons available)
- Sponsorship packages are also available

3 out of 5 riders of the New York Auto Show's EV Test Track increased consideration to buy an Electric Vehicle!

