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Since the very first Rochester International Auto Show in 1908, the local dealers and automobile manufacturers have provided Rochesterians with an opportunity to see today's new vehicles, and a glimpse of what's coming tomorrow, all in one place at the same time.

The evolution of the automobile has been nothing short of remarkable. From the days of simply being transportation, accelerating our ability to get from one place to the next, to today's vehicle, essentially a mobile computer.

Today's vehicles are not only equipped with onboard communications and entertainment, but provide drivers and passengers with advanced safety features, driver assist technology, and ever-increasing improvements in performance. We have now entered arguably the biggest transition since the invention of the automobile, electric and alternative fuel vehicles. Next stop, self-driving vehicles?

The franchised dealers of the Rochester metropolitan area are proud to serve the needs of the community for over 100 years. We hope you enjoy the show, and look forward to seeing you in a local dealership soon.

Sincerely,

A handwritten signature in black ink, which appears to read "Thad Peake IV".

Thad Peake IV

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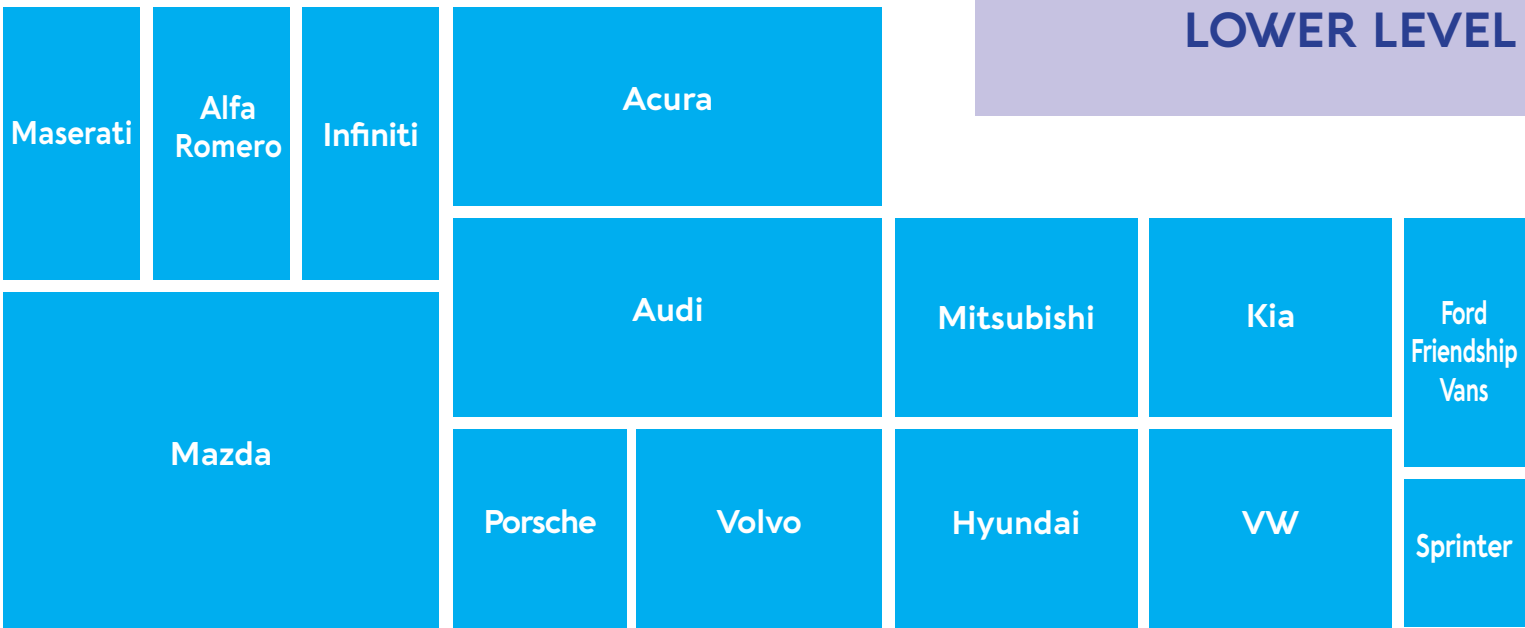
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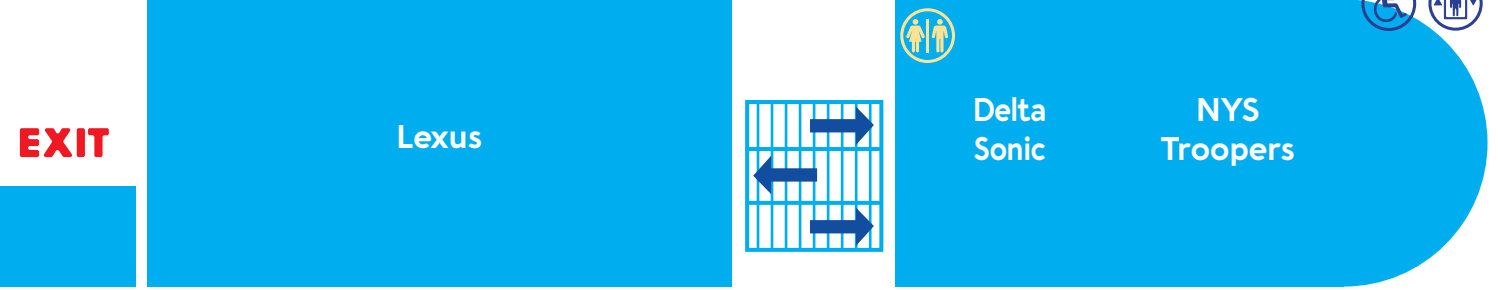
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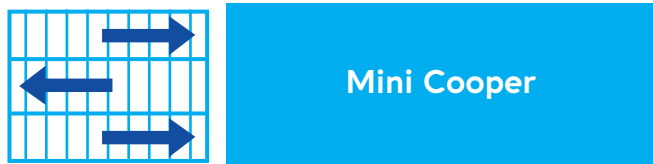
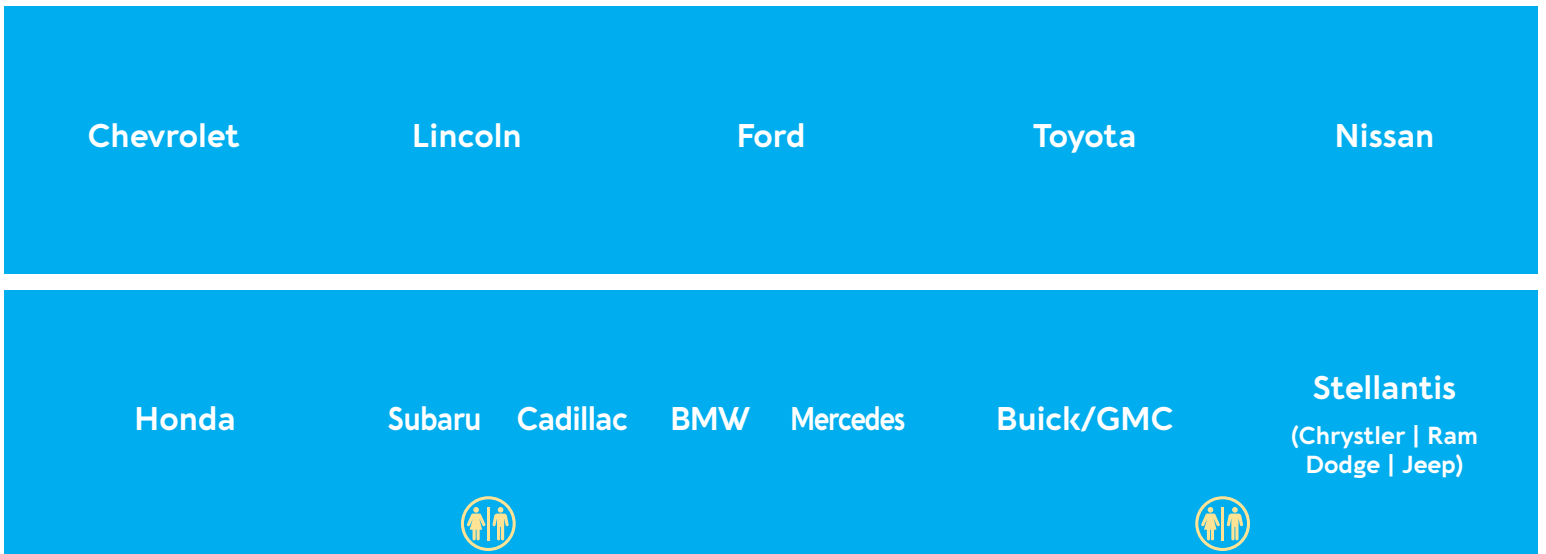
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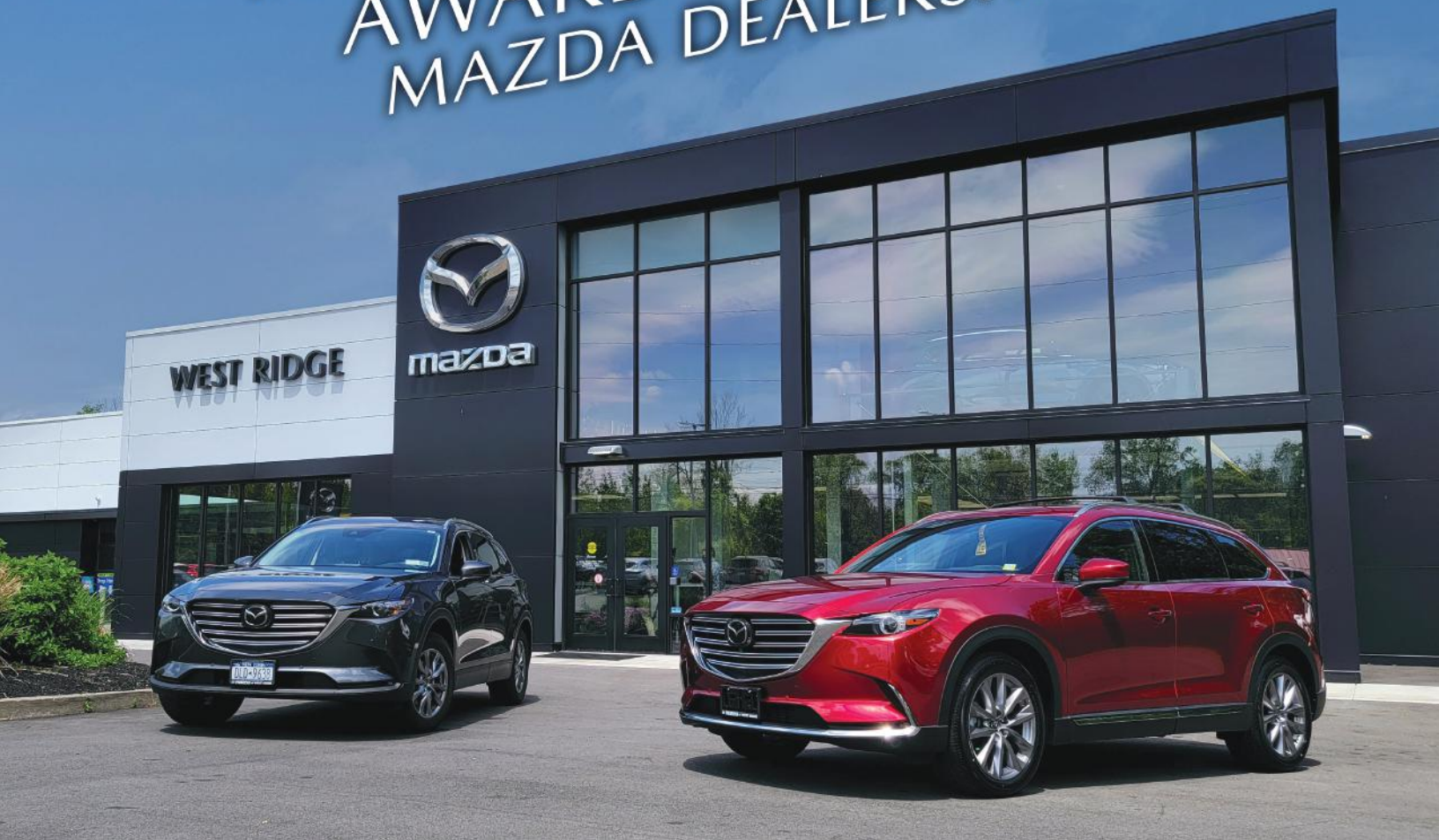
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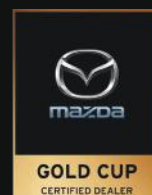
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¹. According to manufacturer's website data as of 10/20/25. Options shown. Never tow beyond a vehicle's published towing capacities.



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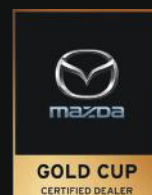
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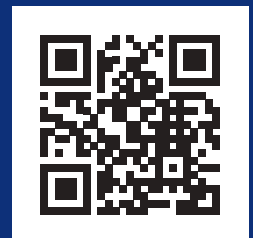
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