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FROM THE EXECUTIVE DIRECTOR.

ADAGP Members and Friends,

I've written many of these in the past, but this one holds extra special value as I prepare to go through my last Auto Show as your Executive Director.

While there has been and will be a roller coaster of emotions I'm sure, one that I have to mention now is the feeling of pride.

I am so unbelievably proud of your ADAGP Staff and the work that has gone into creating this 2025 Auto Show. It's no secret that it's been harder to produce these type of events post Covid. However, with a lot of strategic thinking and much perseverance, Philadelphia is not only going to have another terrific Auto Show, but one of the strongest ones in recent years.

It has been an absolute pleasure to lead this event through both the ups and the downs. I believe when you have to navigate the downs, you do some of your best work. That is exactly the case here.

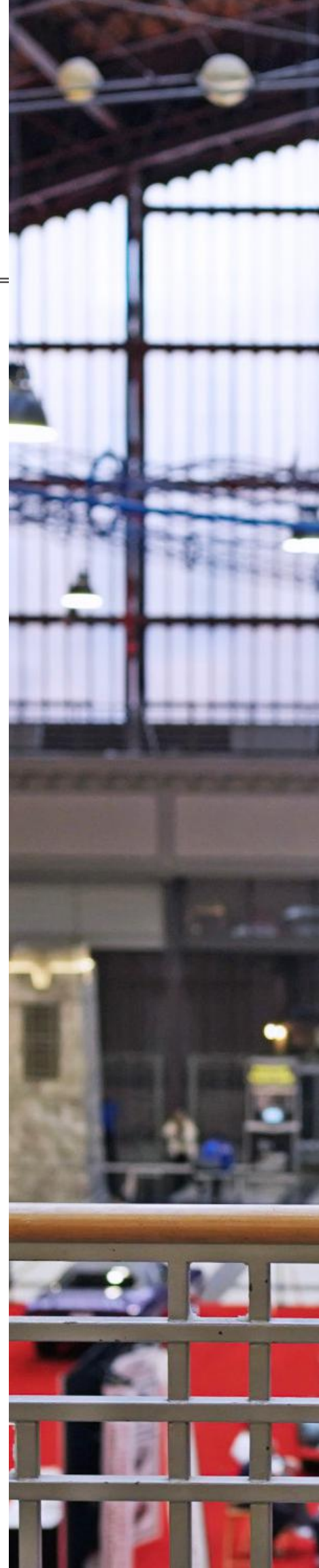
I would be remiss if I didn't thank the incredible work and dedication of your ADAGP Board of Directors and former Auto Show Chairs over the years. I've had the great fortune of being able to call any of them at any time. They've offered me council. They've presented me the ever-important "dealer side of things." They've pulled the reigns back when they needed to and other times said "Go get 'em." I'm confident that because of all this, not only is the Auto Show better for it, but all things ADAGP is.

With that, please be sure to come down and check out the 2025 Philadelphia Auto Show. While it may be my last one, it's the first one in many ways for your Association and bringing this event back to its fullest potential...after all, Philadelphia expects nothing less.

Go, go, go...to the show, show show,



Kevin





FROM THE AUTO SHOW CHAIRMAN

Fellow Dealers and ADAGP Friends,

It is with great excitement that I write you today as your 2025 Philadelphia Auto Show Chair.

This year's event returns to the PA Convention Center stronger and more robust than in recent years. Your ADAGP Staff have worked hard to develop new ideas that are both cost-effective as well as strategic to help keep as many manufacturers and dealers engaged in the Auto Show as possible. To be able to offer and successfully execute these ideas is really a nod to the team that we all have working for us to produce an event that exposes thousands of consumers to the product we sell every day.

Inside this issue, you will find details on several key highlights of this year's Auto Show. Of the most significant note and what's most important to all of us is the fact that 22 brands will be represented onsite. For more than 120 years, the Philadelphia Auto Show has been entertaining and educating consumers and influencing sales in the Greater Philadelphia Region. In 2024 alone, nearly 70 percent of attendees that were in the market for a new vehicle said the show was influential in their buying process. We believe 2025 will follow suit.

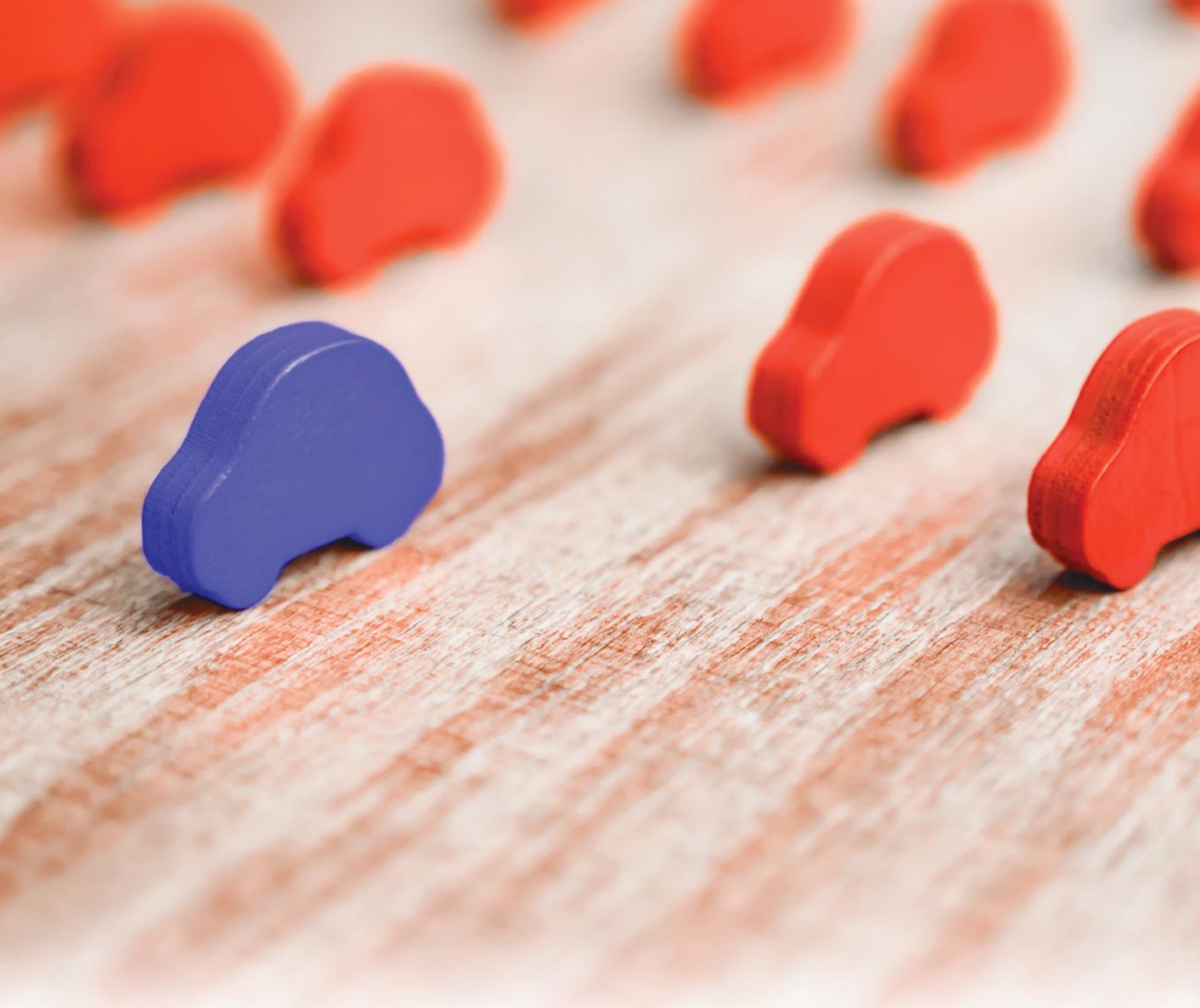
With the above said, please be sure to check out your Philadelphia Auto Show this year. The event runs through Monday, January 20th.

Regards,



Jeff Glanzmann





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PHILLY '25





FUELING PHILLY '25

2025 Auto Show Returns Strong!

The 2025 Philadelphia Auto Show is set for Saturday, January 11th to Monday, January 20th, at the Pennsylvania Convention Center.

“We are back to Fuel Philly with one of our strongest events in recent years,” said Jeff Glanzmann of Glanzmann Subaru and 2025 Philadelphia Auto Show Chair. “We have an increase in OEM representation on the show floor, a bigger and better e-Track, the return of Camp Jeep, an expanded Custom Alley exhibit and much more. We are very excited to open our doors and give Philadelphia another robust auto show.”

CONTINUED ON NEXT PAGE

We are very excited to open our doors and give Philadelphia another robust Auto Show!

JEFF GLANZMANN

GLANZMANN SUBARU AND 2025 PHILADELPHIA AUTO SHOW CHAIR.



STORY CONTINUED

One of the reasons this year's show will be more robust (than in recent years) is the OEM representation. As we all know, the true heartbeat of any auto show is creating an environment for everyday consumers to browse the latest and greatest from today's vehicle manufacturers. This year, the Philadelphia Auto Show is proud to host vehicles from 22 different OEMs. Key brands will be returning to the event as well as a few first timers. Brands that will showcase vehicles include Alfa Romeo, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, GMC, Honda, Hyundai, INEOS Grenadier, Jeep, Kia, Lotus, McLaren, Nissan, Ram, Subaru, Tesla, Toyota and Volkswagen.

Exit surveys from our 2024 event truly highlighted the importance and impact the Auto Show has on one's vehicle researching process. First, approximately 44 percent of 2024 attendees reported they were in the market to purchase a vehicle in the next twelve months. Of those, 67 percent found the Show helpful in their purchase decision. Further, 44 percent added brands to their consideration list post their Auto Show visit.

"We've known for quite some time how impactful the Show is, all you need to do is spend an hour or two on the floor and you can literally feel it," said Kevin Mazzucola, executive director of the ADAGP. "However, to see it actually reported that way directly from the consumers' mouths completely solidifies it."

Your Auto Show has been entertaining and educating consumers for more than 120 years. Be sure to make time to check it out. Additional and more specific highlights of the event can be found in the coming pages. See you there. ■





BACK *in the* DAY WAY

A fantastic classics display is a staple at the Philadelphia Auto Show and we're very proud of that! A reason we boast such a great display is because we have phenomenal clubs in our area - they bring their best and love sharing their vehicles with the community.

This year, we have an amazing collection of exciting classics and antique automobiles from The Antique Automobile Club of America (AACA), Classic Auto Mall and D'Antonio Automotive!

Did you know the relationship between our Association and the AACA can be traced back to a start nearly 100 years ago. Check out this excerpt from the ACCA's website...they say it best!

"As early as 1931, as the Philadelphia Automobile Trade Association readied itself for the unveiling of the new models at the annual Philadelphia Automobile Show, it was decided to invite early cars to drive under their own power to the exposition. The owners of several old cars were located and persuaded to crank them up and drive to what the trade association billed as the First Antique Automobile Derby. This event was successful enough to warrant repeating in subsequent years."

Think about that...and now they are a signature partner of our beautiful Back-in-the-Day Way Display, presented by Power Home Remolding.

As mentioned above, additional organizations in Back-in-the-Day Way this year are Classic Auto Mall and D'Antonio Automotive.

Classic Auto Mall is a world class consignment house located in southeastern Pennsylvania with indoor showroom space for more

than 1,000 collectable and special interest vehicles offered for sale. The Philadelphia Auto Show has been proud and fortunate to have Classic Auto Mall on site for many years!

New this year to Back-in-the-Day Way is D'Antonio Automotive, which is a local, family-owned and operated auto repair facility. They provide repair and restoration services for classic, exotic, and luxury vehicles and are also known for their work on Last Chance Garage.

On Last Chance Garage, Tony D'Antonio and his team of expert mechanics rectified the mistakes of other garages and restored not only the cars but also the dreams of the owners. Each episode showcased a vehicle that has endured several unsuccessful restorations, lost years, and significant financial investment. Tony and his highly skilled team tackled these challenges and turned automotive nightmares back into dream cars. The Philadelphia Auto Show is proud to also welcome D'Antonio Automotive to its 2024 display floor.

Back-in-the-Day Way will be in the beautiful Grand Hall of the PA Convention Center. Be sure you check it out as you'll see everything from antique racing automobiles to luxury models and so much in between. ■



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CAMP JEEP AND TOYOTA ADD EXTRA FUEL TO AUTO SHOW



The Philadelphia Auto Show is proud to welcome back two signature experiences to its 2025 guests: Camp Jeep and the Toyota Drive Center.

Camp Jeep is the ultimate off-road driving test. The 30,000-square foot exhibit will give auto show attendees a chance to experience the extreme off-road capabilities of Jeep vehicles without leaving the auto show floor. The course will include a thrilling “can’t miss” hill climb where passengers experience traction capabilities while climbing the 18-foot high, 35-degree Jeep Mountain, the icon of the ride. Riders will be more than 22 feet off the ground when they sit on top of Jeep Mountain. Additional features include but are not limited to a Ground Clearance Stair Climb where Jeeps will climb 5 feet over a staircase as well as the Extreme Breakover element where Jeeps will navigate on a 25-degree uneven plane until one wheel loses contact with the surface, the vehicle will then continue to climb until it hits the apex giving guests a surge of excitement as the vehicle breaks over the plane.

Further and new this year, the track will include a 30-degree curved articulation wedge to demonstrate the vehicle’s body articulation. Attendees will experience the adrenaline rush of looking nearly straight up or straight down as they navigate the obstacle.

“The level of excitement, interaction and product education that Camp Jeep produces between consumers and the Jeep brand is undeniably strong, effective and like nothing else,” said Mike Gempp, director of the Philadelphia Auto Show. “It’s exactly what auto shows are all about. We are absolutely thrilled to welcome Camp Jeep back for another year.”

Since 2013, more than 260,000 Philadelphia Auto Show attendees have experienced Camp Jeep. In 2025, product specialists will provide rides in a Jeep Gladiator Rubicon & Mojave, Wrangler Rubicon 4xe & 392, Grand Cherokee Trailhawk 4xe, Grand Cherokee L, Cherokee Trailhawk and Compass Trailhawk.

Offering an additional interactive opportunity, is Toyota with its outdoor Drive Center.

At the outdoor Toyota Drive Center, Philadelphia Auto Show attendees will have the opportunity to test drive several Toyota vehicles around the Pennsylvania Convention Center. Guests will have their vehicle choice between some of the latest models that Toyota has to offer, including the Tacoma i-FORCE MAX TRD Pro, Grand Highlander Hybrid, RAV4 Hybrid XLE and Crown Signia Limited.

“The Toyota Drive Center experience truly elevates one’s overall Auto Show experience,” said Kevin Mazzucola, executive director of the ADAGP. “Consumers can come down and learn about all the vehicles onsite and in Toyota’s case, actually test drive them. That’s a terrific opportunity to convert someone from a vehicle researcher to a vehicle buyer and we applaud those efforts to do so.”

The Toyota Drive Center will be open during all operating hours of the Philadelphia Auto Show. Guests can learn more by visiting the 12th Street West Entrance lobby of the PA Convention Center. ■

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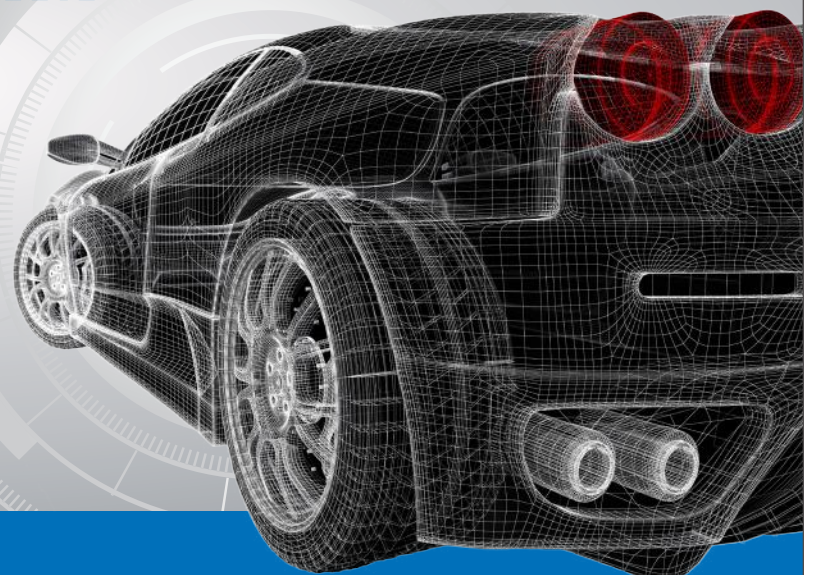
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2025 PHILLY AUTO SHOW ADDS LOCAL FLARE CUSTOM ALLEY WILL RETURN TO THE MAIN FLOOR OF THIS YEAR'S PHILADELPHIA AUTO SHOW.

Now known as the largest indoor custom car show on the East Coast, Custom Alley will showcase the latest trends in aftermarket excitement via a wide range of customized cars, bikes, trucks and more that will be on display thanks to several of the area's most known customization shops.

In addition, similar but bigger than last year, even more local flare has been added to this year's Custom Alley via Local Lane. Presented by Xfinity, Local Lane will welcome approximately 40 individuals who will proudly display their own personalized rides. Local consumers were invited to submit an application, along with photographs, of their vehicle to the Philly Auto Show team for consideration to be included in this third-year feature. Approximately 40 lucky individuals were able to claim a spot and will have their vehicle on display at this year's event.

"Our event has always been about educating and entertaining consumers of the Delaware Valley about the latest vehicle trends. The amazing growth of Custom Alley and the aftermarket segment takes things one step further," said Kevin Mazzucola, ADAGP Executive Director. "Now the show can not only influence one's vehicle researching process but it can also inspire one's customization dreams. It's another perfect example of us Fueling Philly."

Exhibitors that you can find in Custom Alley 2025 exhibit include:

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JANUARY 11-20



2025 E-TRACK IS BIGGER AND BETTER

YOUR ADAGP IS PROUD TO HOST ITS LARGEST-EVER E-TRACK AT THE 2025 PHILADELPHIA AUTO SHOW.

The 60,000 square foot e-Track invites all Philadelphia Auto Show guests to ride in select electric vehicles from Cadillac, Chevrolet, Kia, Nissan, Tesla, Toyota and Volkswagen. A unique indoor test track, the e-Track is designed to educate participants about this growing vehicle segment by experiencing first-hand the look, feel and driving capabilities of select electric vehicles, providing a hands-on learning experience they won't find anywhere else.

"We know from hosting our e-Track the last few years that the ability to experience an EV in this setting (and really learn about the vehicle/s) is essential for the advancement of this product segment," said Jeff Glanzmann, chair of the 2025 Philadelphia Auto Show. "In fact, in 2024, about 53% of those who experienced the e-Track said that they are now more likely to purchase a PHEV or EV, vs. 24% of those that didn't experience the e-Track. Education is truly the key here."

Vehicles that are available for ride along opportunities at this year's e-Track are: Cadillac Escalade IQ and Lyriq; Chevrolet Blazer EV, Equinox EV and Silverado EV; Kia EV6 GT-Line and EV9 GT-Line; Nissan Ariya; Tesla Cybertruck and Model Y; Toyota bZ4X, Prius Prime and RAV4 Prime and Volkswagen ID. Buzz.

The e-Track will spread over Halls A & B mainly. It will be open and operating all hours of the Philadelphia Auto Show. There is no separate admission charge or limit on rides taken. Manufacturers participating in the e-Track will be the displays strategically placed around the track for easy execution.

The Philadelphia Auto Show gives special thanks to New Jersey Motorsports Park and South Jersey Region SCCA for operating as the track safety personnel as well as Siemens for providing the necessary charging stations.

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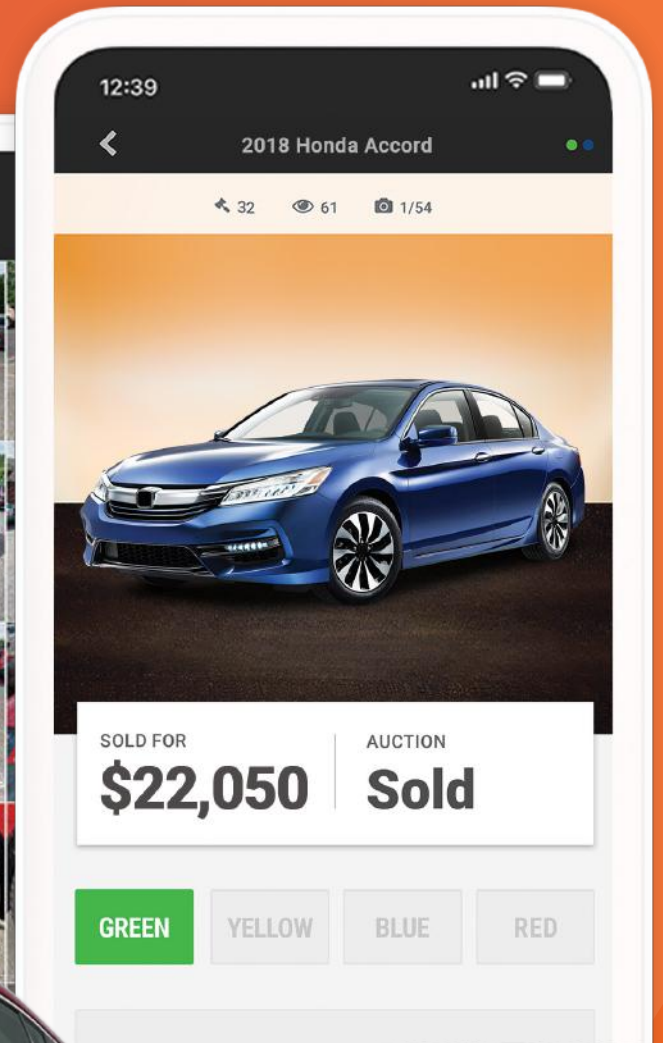
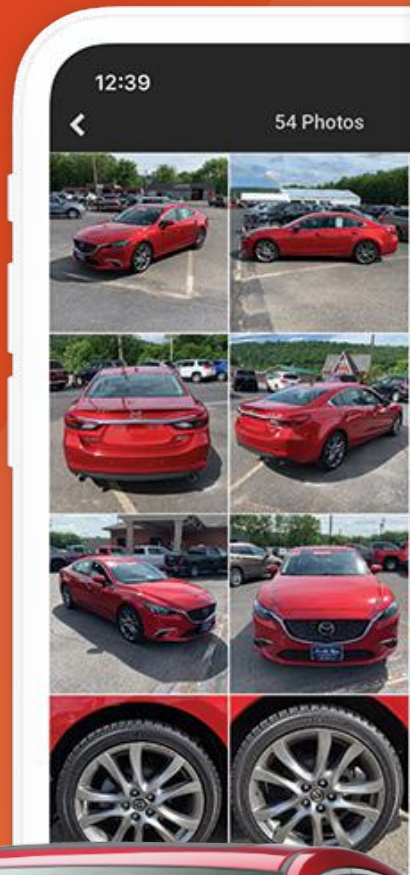
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*Source: JM&A Group survey of 1700 dealerships
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HELLO FROM HOLLYWOOD

Always a fan favorite, the Hollywood Rides Display will return to the Philadelphia Auto Show this year and include iconic vehicles from some of the biggest blockbusters and hit TV series of today. Examples include the 2012 Dodge Ram 3500 and 2023 Dodge Durango RT (Scarecrow) from Twisters; 1966 Chevrolet Impala and 1972 Alfa Romeo from Fast X; 1984 Pontiac Fiero from Fast & Furious 9-The Fast Saga; 2012 Acura TL from Avengers Agents of Shield; 1981 DMC Delorean Time Machine from Back to the Future; and 1988 Chevrolet C20 Stranger Things Hawkins Power and Light Van.

“We are so fortunate to have a great relationship with the fantastic

team at The Celebrity Car Museum, which is where these vehicles come in from,” said Mike Gempp, Philadelphia Auto Show Director. “They share our love of cars but in their own special way. We’re thrilled to welcome them back to the show floor and offer this as another exciting display for our guests to check out.”

The Celebrity Car Museum is located in Branson, Missouri. It is owned and operated by mother and son duo, Kathy and Scott Velvet. The Velvet family has been collecting cars and celebrity memorabilia for many years. They have more than 100 vehicles on display at all times at their one-of-a-kind museum. To learn more, visit celebritycarmuseum.com.

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LET'S TALK TECHS

For the first time, the Auto Dealers Association of Greater Philadelphia is inviting high school automotive students across the region to meet & greet with a variety of esteemed organizations within our industry...at the Tech Tuesday Career Fair at the 2025 Philadelphia Auto Show!

Dealers, manufacturers, educators, and sponsoring vendors will be encouraging the next generation to consider automotive as their future as they navigate through the career fair atmosphere.

In addition, specifically registered students will be taking the written exam to qualify for the 2025 Tech Competition, which will take place in March.

So, to be more specific, here's what we are looking at and how about this for a beautiful, automotive networking picture...we will have nearly 640 students in attendance for the Tech Tuesday Career Fair...23 schools from the region present...more than 30 dealers/dealer groups participating with five OEMs onsite. How awesome is that?!

The event will take place on Tuesday, January 14th from 9:30am-12pm in Hall G of the PA Convention Center. We'll be sure to report back on its success...as we are confident that is exactly what it will be!

Speaking of the Tech Comp, we are still rounding up prizes for the winners and goodies to fill a bin for each student who competes and for their instructors who help the students prepare. We're reaching out to all

our members with hopes that you will contribute to our prize pool. Any type of sports tickets, small tools, gift cards or promotional items are welcomed.

If you are able to donate prizes or items for the bins, below are the quantities we'll need:

- PRIZES: 2, 4, or 6 - we'll recognize the first, second and third place teams and each team is two students.

- STUDENT BINS: 24 - we'd be grateful for a total of 24 items, they do not have to be exactly the same.

- INSTRUCTOR BINS: 12 - same as above, they do not have to be the same item.

Please ship (or deliver) your donated items by February 21st to:

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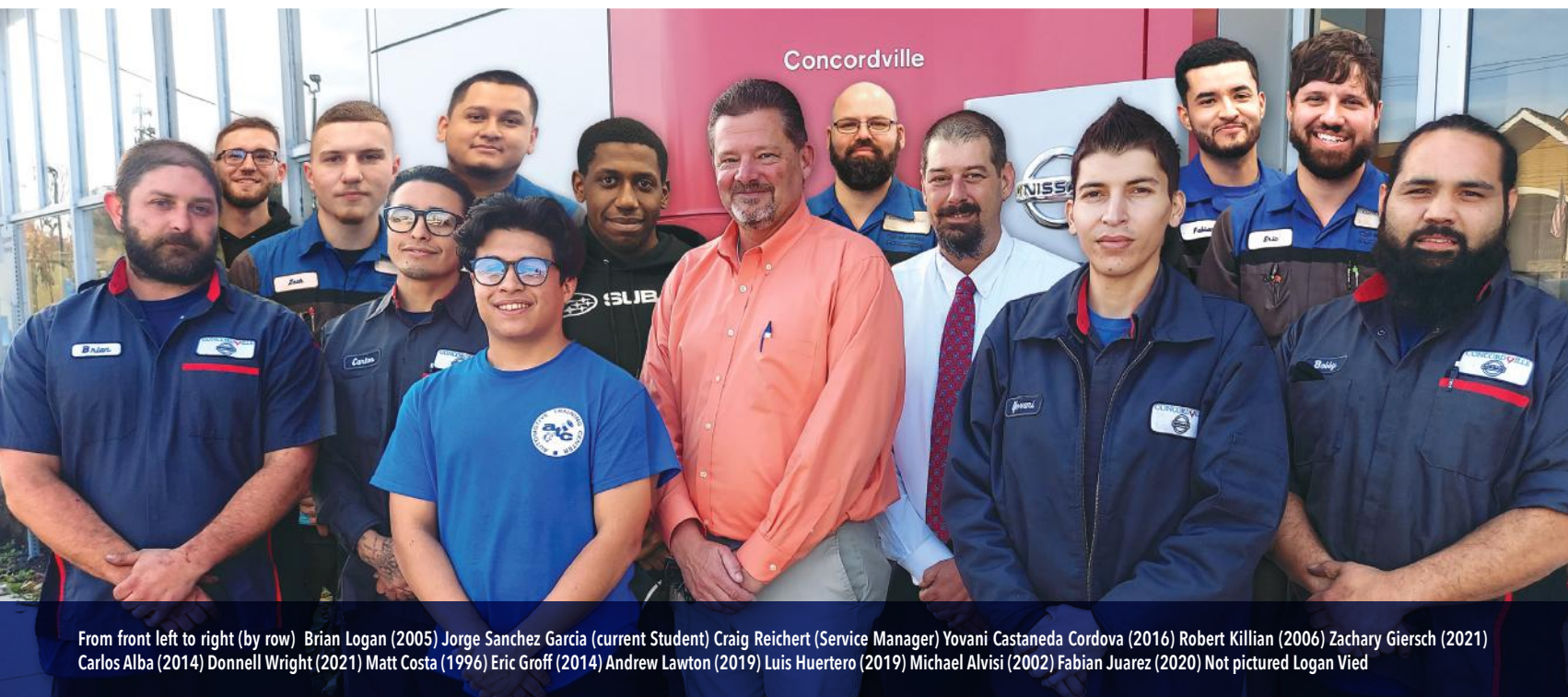


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From front left to right (by row) Brian Logan (2005) Jorge Sanchez Garcia (current Student) Craig Reichert (Service Manager) Yovani Castaneda Cordova (2016) Robert Killian (2006) Zachary Giersch (2021) Carlos Alba (2014) Donnell Wright (2021) Matt Costa (1996) Eric Groff (2014) Andrew Lawton (2019) Luis Huertero (2019) Michael Alvisi (2002) Fabian Juarez (2020) Not pictured Logan Vied

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Craig Reichert - Service Manager: Concordville Nissan & Concordville Subaru

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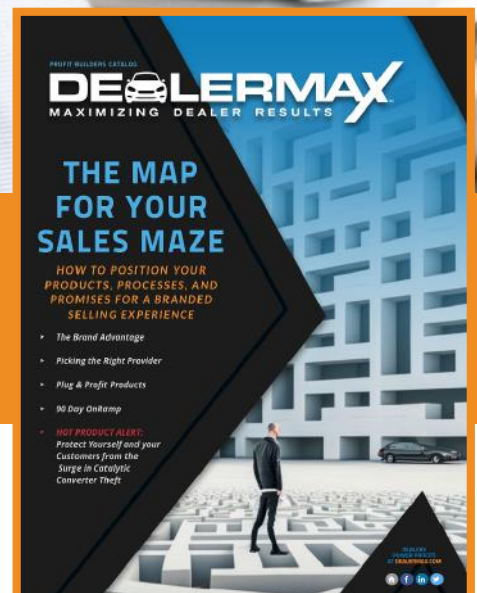
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