



MEDIA RELEASE

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2025 Philadelphia Auto Show to Features its Largest e-Track to date

--Cadillac, Chevrolet, Kia, Nissan, Tesla, Toyota and Volkswagen to offer ride opportunities--

East Norriton, PA – January 2, 2025 – The Auto Dealers Association of Greater Philadelphia, owners and producers of the annual Philadelphia Auto Show, is proud to host its largest-ever e-Track at its 2025 event.

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.

For the latest updates on the e-Track or other highlights of the Philadelphia Auto Show, please monitor phillyautoshow.com. Please note – vehicles are subject to change.

About the 2025 Philadelphia Auto Show: The 2025 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 11-20. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children's Hospital of Philadelphia will take place on Friday, January 10. For tickets and more details, visit phillyautoshow.com.

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