

FOR IMMEDIATE RELEASE

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2008 FIRST HAWAIIAN INTERNATIONAL AUTO SHOW DRIVES

EXCITEMENT INTO HAWAII CONVENTION CENTER

Alternative Fuel Vehicles, Custom Tuners, Exotics and More

HONOLULU, Hawaii – (February 5, 2008) The 2008 First Hawaiian International Auto Show will display more than 350 of the latest cars, trucks, crossovers and sport/utility vehicles at the Hawaii Convention Center Thursday, March 6 through Sunday, March 9, 2008. This exciting event will feature something for everyone including pre-production models, alternative fuel vehicles, exotic cars, customized cars, vintage Volkswagens, and more.

This automotive extravaganza will allow attendees to check out all the latest vehicles in a non-selling environment. Showgoers are invited to sit behind the steering wheels, inspect engines and learn about new automotive technologies in hundreds of new vehicles.

On display will be several exciting, all-new or redesigned 2008 vehicles including the Nissan Rogue, Audi S5, Jeep Liberty, Ford Focus, MINI Cooper Clubman, Chrysler Town & Country, Saturn Vue, Cadillac CTS and more. This show will also offer an up-close look at 2009 pre-production models yet to hit the dealer showrooms including the all-new Pontiac Vibe, Dodge Journey, Toyota Matrix, Toyota Corolla, Subaru Forester, Volkswagen Tiguan and Volkswagen Jetta SportWagen.

Attendees interested in fuel efficiency will want to follow the Green Trail throughout the show floor to see the latest vehicles using "green" technology. This is the perfect opportunity for showgoers to compare the latest hybrids and flex-fuel models from a variety of manufacturers and learn how new technology can help save money at the fuel pump and promote a cleaner environment. Just follow the green arrows in the aisles to see all the vehicles on the Green Trail.

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Some of the most sought-after exotic cars will be on display, courtesy of JN Automotive Group. Flaunting cutting edge designs and high horsepower engines, these high-end models from Ferrari, Maserati, Lamborghini and Lotus feature sticker prices well into the six figures.

Performance and style are key ingredients in the vehicles displayed by several local car clubs. Muscle car fans will not want to miss the collection of Ford Mustangs, *courtesy of Aloha Mustang and Shelby Club of Hawaii. Mustangs continue to be one of the world's most popular sports cars* and Ford dealerships have been showcasing Mustangs since they were introduced back in 1964. Plus, don't miss seeing the tricked-out Scions, *courtesy of the Hawaii Chapter of Scion Evolution*, demonstrating how the addition of aftermarket enhancements and a little creativity can drastically alter the appearance of a base-model car. In addition, *the Volkswagen Club of Hawaii* will showcase several old school Volkswagens from the '50s and '60s, many of which have also been enhanced with aftermarket products.

Following are the details on additional special promotions:

- **Chevrolet FX Magic Show** – Catch magic shows several times daily in the Chevrolet display. The Chevrolet magician will share fun tidbits on fuel economy, hybrids, fuel cell technology and E85 FlexFuel in an entertaining show that engages consumers with magic and plenty of excitement.
- **Free Subscription to *Motor Trend* Magazine** – Attendees will receive a FREE one-year subscription to *Motor Trend* magazine with each box office purchase or online ticket order, courtesy of the Hawaii Automobile Dealers Association. Simply complete the subscription card at the auto show and receive 12 issues of the world's #1 automotive authority.
- **College Two-Fer Day, Thursday, March 6** – College students who purchase one \$5.00 student admission ticket with a valid college ID will receive a second student admission free with a second valid college ID.
- **Military Two-Fer Day, Saturday, March 8** – All members of the military (active, reserved or retired) with a valid D.O.D. ID can gain admission two for the price of one. Purchase one \$5.00 military admission and receive a second free for another member of the military with valid D.O.D. ID.
- **Kids Day, Sunday, March 9** – All children 12 and younger will be admitted free when accompanied by a paying adult.

The First Hawaiian International Auto Show, driving into its 30th year, will be open to the public Thursday, March 6 through Sunday, March 9, 2008 at the Hawaii Convention Center in Honolulu. The First Hawaiian Bank continues to lend its support as the auto show's title sponsor. The auto show is also sponsored by the Hawaii Automobile Dealers Association and *The Honolulu Advertiser* and produced by Motor Trend Auto Shows, Inc.

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Show hours are Thursday and Friday noon to 10:30 p.m., Saturday 10 a.m. to 10:30 p.m. and Sunday 10 a.m. to 7 p.m. Admission is \$7.00 for adults (13 and over), \$5.00 for senior citizens (62 and over), \$5.00 for military and students (with ID) and \$4.00 for children (seven through 12). Children six and younger are admitted free with a paying adult. To avoid waiting in line at the box office, attendees are encouraged to buy their tickets online. Simply visit www.HiAutoShow.com, purchase a ticket, bring it to the show and proceed directly to the entrance. Attendees will receive a FREE one-year subscription to *Motor Trend* magazine with each online order or box office admission purchase, courtesy of the Hawaii Automobile Dealers Association. Additional information and discount coupons are available while supplies last at Oahu branches of First Hawaiian Bank, participating new car dealers or on the official auto show web site, www.HiAutoShow.com.

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