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**2008 GREATER MILWAUKEE AUTO SHOW DRIVES
EXCITEMENT INTO MIDWEST AIRLINES CENTER**

Concepts, Vintage Cars, Custom Tuners, Hybrids and More

MILWAUKEE, Wis. – (January 21, 2008) The 2008 Greater Milwaukee Auto Show will display more than 400 of the latest cars, trucks, crossovers and sport/utility vehicles at the Midwest Airlines Center Saturday, February 23 through Sunday, March 2. This exciting event will feature something for everyone including concept cars, custom cars, pre-production models, vintage rides, alternative fuel vehicles 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, Volvo C30, Audi TT, Jeep Liberty, Ford F-250 Super Duty, Chrysler Town & Country and a collection of hybrids including the Chevrolet Malibu, Nissan Altima, Saturn Aura Green Line, Toyota Highlander, GMC Yukon, Lexus GS and more. This show will also offer an up-close look at pre-production models yet to hit the dealer showrooms including the 2009 Ford F-150, 2009 Ford Flex, 2009 Pontiac Vibe, 2009 Lincoln MKS and more.

A host of concept cars will also be showcased to provide consumers with a glimpse into the innovative future of automotive design. Concept cars scheduled to appear include the Chevrolet Sequel, Suzuki SXBox, Jeep Wrangler JT, Chrysler Town & Country Black Jack and more. *(Vehicles subject to change)*

Attendees will marvel at the Fabulous '50s display of vintage rides and classic cars dating back to 1950. Vehicles on display in the ADAMM Showcase include a 1950 Studebaker, 1953 Chevrolet Corvette, 1954 Desoto, 1957 Cadillac Eldorado Baritz and more, *courtesy the Wisconsin Automotive Museum.*

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Customized rides are all the rage. Check out the collection of DUB vehicles in the Chrysler display including top custom designs made popular by celebrities and entertainers. Don't miss the latest in car customization!

The Greater Milwaukee Auto Show will also invite attendees to check out a large-scale model of the Marquette Interchange Project, *courtesy of Marquette Interchange Team/Wisconsin Department of Transportation*. This gateway to Wisconsin, connecting nearly one-third of the state's freeway traffic to other areas of the country, is currently undergoing \$810 million in changes.

Following are the details on additional special features and promotions:

- **Kids Safety Display** – This must-see showcase for parents will promote children safety with the help of the nationwide "Spot the Tot" campaign, *courtesy of Safe Kids Southeast Wisconsin and Children's Health Education Center*.
- **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 ADAMM. Simply complete the subscription card at the auto show and receive 12 issues of the World's #1 automotive authority.
- **Auto Show E-Tickets** – For the first time ever, advance e-tickets can be purchased online. Simply visit www.AutoShowMilwaukee.com, purchase a ticket, bring it to the show and proceed directly to the entrance.
- **New Driver Day, Tuesday, February 26** - Local schools will be invited to learn driving safety tips from ADAMM, as well as receive free admission to the show.
- **College Two-Fer Day, Thursday, February 28** – College students who purchase one adult admission ticket with a valid college ID will receive a second adult admission free with a second valid college ID.
- **Kids Day, Sunday, March 2** – Children 12 and younger are admitted free when accompanied by a paying adult. In addition, clowns will entertain children with face painting and balloon art from 1 p.m. to 5 p.m.

The Greater Milwaukee Auto Show is presented by ADAMM, sponsored by the *Milwaukee Journal Sentinel* and produced by Motor Trend Auto Shows, Inc. The show will be open to the public Saturday, February 23 through Sunday, March 2, at the Midwest Airlines Center, located at 400 West Wisconsin, in Milwaukee.

Show hours are Saturdays, from 10 a.m. to 10 p.m., Sundays, from 10 a.m. to 6 p.m., Monday through Thursday, from 3 p.m. to 9 p.m. and Friday, from 1 p.m. to 10 p.m. Admission is \$9 for adults (13 and older), \$5 for senior citizens (62 & over) and \$4.00 for children (seven through 12). Children ages six and younger are admitted free when accompanied by a

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paying adult. To avoid waiting in line at the box office, attendees are encouraged to buy their tickets online. Simply visit www.AutoShowMilwaukee.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 ADAMM. Additional information and weekday discount coupons are available while supplies last at all ADAMM member new car dealerships or on the official auto show web site, www.AutoShowMilwaukee.com.

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