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PENNSYLVANIA AUTO & BOAT SHOW OFFERS SOMETHING FOR EVERYONE

*Concept Cars, Xtreme Ride Revamp, Boats,
Personal Watercraft and More*

HARRISBURG, Penn. (January 8, 2008) – Hundreds of the hottest cars, trucks, vans, sport/utility vehicles, boats and personal watercraft will take over the Pennsylvania Farm Show Complex & Expo Center Wednesday, January 23 through Sunday, January 27, 2008, for the 2008 Pennsylvania Auto & Boat Show. Whether by land or sea, the show offers something for everyone including the latest from automotive and marine manufacturers, concept vehicles, antique cars, family fun and much more.

As always, the show provides attendees the convenience of viewing hundreds of brand-new automotive and marine models - all in one location. Showgoers are invited to sit behind the wheels, inspect engines and learn about new technologies in hundreds of new vehicles, boats and personal watercraft.

Concept cars are always a big hit, and this year's Pennsylvania Auto & Boat Show offers the opportunity to check out several exciting vehicles, including the Suzuki Reggaeton, IPD Volvo C30 and Chevrolet Camaro. These futuristic vehicles are sure to steal the spotlight at this year's show, providing a glimpse of what is around the corner in automotive design and technology. Concept cars serve as testing beds for new ideas and are designed to provoke interest, excite auto show audiences and create dialogue between consumers and manufacturers. *(Concept cars are subject to change.)*

Also on the list of auto show "must-sees" are several hot, all-new or redesigned 2008-models including the Volvo C30, Mazda CX-9, BMW 3 Series Convertible, Cadillac CTS, Ford F-250 Super Duty, Nissan Rogue, Honda Accord and a variety of hybrid vehicles including the Toyota Camry, Saturn Vue Green Line, Lexus GS, Nissan Altima and Ford Escape hybrid. Attendees will also get sneak-peek at models yet to hit the dealer showrooms with pre-production models from Ford, Chevrolet and others.

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Several boating safety organizations will also be on display and distributing literature. New this year is the addition of Towing Row, where attendees will find a variety of vehicles with superb towing capabilities for that boat, bike or ATV.

In the North Hall, Aftermarket Alley brings together a mix of exciting customized vehicles as well as the latest aftermarket parts and accessories. Also taking place in Aftermarket Alley is the Xtreme Ride Revamp, sponsored by HOT 92 and Faulkner Honda. Now in its fourth year, the 2008 Xtreme Ride Revamp features a brand-new Honda Fit that has received upgrades to the exterior, interior, wheels and tires, engine performance, suspension, DVD-entertainment package and more. The completed project car will be on display and given away at the show on Friday, January 25 starting at 7 p.m.

Along with the vehicle customization featured in Aftermarket Alley, don't miss renowned automotive airbrush artist Richard Markham, who will demonstrate how to paint realistic flames "live" from the auto show floor. Plus, check out the "Fire & Ice" display. "Fire" is a 1998 black Chevrolet Corvette featuring realistic painted flames and "Ice" is a cool 2000 Toyota Celica customized with the latest aftermarket modifications.

A favorite among attendees is the variety of specialty automotive displays at the auto show. For Corvette lovers, the auto show will host one of the largest Corvette displays around, competing for national recognition and prizes in the Corvette Concourse, *courtesy of the Central Pennsylvania Corvette Club, NCCC*. The cars will be on display all weekend, with judging on Saturday and awards handed out on Sunday. In addition, several antique vehicles will be on display, featuring two displays that can be seen this spring at the Antique Automobile Club of America Museum. See the development of the pick-up through time with "Truckin': The American Pick-up," and cars with fins from the '50s and '60s.

The show will also feature plenty of fun for those who prefer to travel on two wheels instead of four. From Wednesday, January 23 through Saturday, January 26, Vicious Cycles, of Lemoyne, will present the Four-Day Bike Build, when a custom motorcycle will be built right on the show floor. On the final day of the show, the completed project bike will be on display along with several other customized motorcycles including the 2007 Metzeler Best of Show Winner, The Mack Bike. Vicious Cycles will also be showcasing the "Customs for a Cure" Harley Davidson, which will be auctioned off in October 2008. All proceeds will be split between the Pennsylvania Breast Cancer Organization and the Tricia Luxenburg Memorial Scholarship.

Specialty safety displays will be a feature at the show this year. The Harrisburg Automotive Trade Association, along with abc27 and the State Police from Troop H in Harrisburg, will present the Keeping Kids Safe Display, Saturday, January 26 and Sunday, January 27 between 12 noon and 5 p.m. Parents can receive a flash drive to store their child's photograph, dental records, birthmarks and other important identification items. Also, the Pennsylvania Team DUI Association will feature their DUI simulator. Try on the fatal vision goggles, participate in demonstrations or pick up information on the hazards of driving under the influence

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Several show days will provide special promotions and appearances:

- **Free subscription to *Motor Trend* Magazine** – Attendees will receive a FREE one-year subscription to *Motor Trend* magazine with each online ticket or box office admission purchase, courtesy of the Harrisburg Automotive Trade Association. Simply complete the subscription card at the auto show and receive 12 issues from the world's #1 automotive authority.
- **McDonalds® Restaurants** – Coupons worth \$2 off one adult admission (valid all show days, while supplies last) will be available at participating area McDonald's restaurants. The Harrisburg Automotive Trade Association will donate \$1 to the Jake Gittlen Foundation for every coupon redeemed at the show.
- **Friday, January 25 is College Two-Fer Day.** College students with valid college IDs can gain admission "Two for the Price of One." Simply buy one \$8 adult admission ticket with a valid college ID and receive a second adult admission free with a second valid college ID. Not valid with any other offers.
- **Sunday, January 27 is Kids Day.** All children 12 and under are admitted free when accompanied by a paying adult. On Kids Day, there will be special family friendly entertainment including several inflatable activities from 10 a.m. until 5 p.m. and appearances by McDonaldland characters Hamburglar and Grimace between 12 noon and 2 p.m. Ronald McDonald® will make appearances between 12 noon and 2 p.m. and visitors of all ages are invited to stop by and see the "Ronald McDonald Magic Show" at 1 p.m.

The Pennsylvania Auto & Boat Show is presented by the Harrisburg Automotive Trade Association and participating boat dealers, sponsored by *The Patriot News* and produced by Motor Trend Auto Shows, Inc. The auto & boat show will be open to the public Wednesday, January 23 through Sunday, January 27, 2008, at the Pennsylvania Farm Show Complex & Expo Center, located at 2301 N. Cameron Street. On-site parking is available for \$5 per vehicle. Complimentary shuttle service will be provided to and from the show entrances to the complex parking lots during all show hours.

Show hours are Wednesday and Thursday, 1 p.m. to 9 p.m., Friday and Saturday, 10 a.m. to 9 p.m. and Sunday, 10 a.m. to 5 p.m. Admission is \$8 for adults (13 and older), \$5 for senior citizens (62 & older), \$5 for active military (with ID) and \$3 for children (7-12). Children six and under are admitted free with a paying adult. Save time and money, purchase E-tickets in advance at www.AutoShowHarrisburg.com and receive a \$1.00 discount off regular adult admission. Attendees will receive a FREE one-year subscription to *Motor Trend* magazine with each online or box office admission ticket purchase, courtesy of the Harrisburg Automotive Trade Association. Discount coupons for use on box office admission are available (while supplies last) at participating McDonald's® restaurants and new car dealerships. Additional information, discount coupons and directions are also available on the official show web site, www.AutoShowHarrisburg.com.