



**Returning features continue to educate, entertain and delight at the
Portland International Auto Show**

For Immediate Release

Portland, Ore., Jan. 15, 2018 – Sure, it’s all about the cars, over 600 of them actually. But the Portland International Auto Show (PIAS) is also one of the best entertainment values for the entire family. That is demonstrated by the many feature activities for young and old that educate, entertain and delight. You can experience the PIAS from Thurs., Jan. 25 – Sun., Jan. 28, at the Oregon Convention Center.

Motorcycle Pavilion

Always a highly anticipated feature, the Motorcycle Pavilion brings together the best two and- three-wheeled vehicles on the market. Touch and sit on the latest from Harley-Davidson, Indian, Kawasaki, Ducati, BMW, Honda, and Triumph and Suzuki. This year, the new Yamaha YZF R6 will be featured. If scooters are more your speed, Vespa will be represented as well. Safety is key when motorcycling, and Team Oregon will be on hand to educate on safe riding practices, along with information on how to obtain a motorcycle endorsement.

The Great Outdoors

A show favorite, The Great Outdoors bows in its new location in the Ginkoberry Hallway, and features equipment and vehicle accessories that fit the Oregon outdoor lifestyle. See accessorized vehicles from ReRack, Teardrop trailers from Aero Teardrop Trailers and accessorized vehicles from Toyota, Subaru, Chevrolet and others. While enjoying The Great Outdoors, don’t forget to enter to win a Thule Cargo Box packed with equipment that will complement your next adventure.

Wawanesa Gas Card Giveaway

Wawanesa Insurance returns as a show sponsor, educating consumers about how they can save money on auto and renters insurance by switching. Guests can play PLINKO for a chance to win a fun gift. They can also enter to win a \$250 gift card. The Wawanesa exhibit is across from Portland Coffee Roasters near the Tech Center.

-- Continued --

Favorite Features, Page Two

Kids Zone

The Kids Zone, located in the Holladay Lobby, means fun for kids of all ages. Activities include face painting, temporary tattoos, balloon animals, and a huge inflatable slide. Afterward, take a break and enjoy special kids' snacks available next to the slide.

RC Rock Climbing

Back by popular demand is the Axial Remote Control Rock Climbing event. Ryan Gerrish and the Axial racing team will be on site throughout the show offering an opportunity to test your skills on a custom-built rock-climbing course.

Schnitzer Steel's Guess This Mess

Do you think you know your cars? Put that knowledge to the test at the Schnitzer Steel exhibit where you can make your best guess at the make, model, year and mileage of a bailed, crushed vehicle. Guess correctly and win a 50" big-screen TV. While visiting, learn about Schnitzer Steel's environmental best practices as it seeks to reduce its carbon footprint in the auto category.

About the PIAS

Presented by the Metro Portland New Car Dealers Association, the PIAS is the largest Auto Show in the Pacific Northwest, and the largest show held at the Oregon Convention Center.

Show Dates:

Thurs., Jan. 25 – Sun., Jan. 28, 2018

Hours:

Thurs., Jan. 25	10 am – 10 pm
Fri., Jan. 26	10 am – 10 pm
Sat., Jan. 27	10 am – 10 pm
Sun., Jan. 28	10 am – 7 pm

Favorite Features, Page Three

Ticket prices:

Adults (13 and older)	\$12
Seniors	\$10
Military (with ID)	\$10
Children (7 – 12)	\$7*
Children 6 and under	Free
Family Four Pack	\$30**

*On Family Day, Sun., Jan. 28, children 12 and under are free when accompanied by a paid adult.

**Family Four Pack admits two adults / two children

###

Media Contacts:

Marc Harlow / marc@Harlowpr.com
810.599.2558

Joe Rohatynski / joe@Joepr.com
313.378.6570