



Drive (or Be Driven) at the Auto Show

Popular Indoor / Outdoor Ride & Drive Experiences Key to Comparison Shopping

Portland, Ore., Feb. 10, 2025 – The Oregon International Auto & Motorcycle Show (OIAMs) is set to provide consumers an experience to help discover new vehicles tailored to their tastes and lifestyles.

“There’s no better way to get a sense of a new vehicle than to actually *experience* one at the auto show,” said Greg Remensperger, OIAMs executive director. “Ride and Drives have been a mainstay of our show for many years, and we are excited to bring them back with a variety of outdoor street drives and the expanded indoor *Electric Vehicle Ride* event.”

National research has shown that nearly 60% of attendees who purchased a vehicle after an auto show say the experience had significant influence on their decision to buy. Greater Portland is one of the top EV markets in the U.S., and the auto show has arranged to have 10 different EVs available for rides or test drives for those who may be asking: “*Is this the right time to purchase an EV?*”

Remensperger said that Ride & Drive events are particularly useful for new vehicle comparison shopping.

“We encourage guests to try one on and see how it fits,” he said. “It just makes sense, especially for multiple vehicle comparisons. You just can’t find this type of useful opportunity other than at an auto show, which is why test drive events are among the most popular features at shows across the country, for both consumers and automakers.”

Featured Vehicles at the **Outdoor Multi Brand EV Ride & Drive Presented by PGE:**

Pictured right:

- Chevrolet Silverado

Pictured next page:

- Genesis GV60
- Honda Prologue
- Kia Nero
- Mini Countryman
- Rivian R1S



(Continued)

Genesis GV60



Honda Prologue



Kia Nero



Rivian R1S



Mini Countryman EV



Outdoor Ride & Drives will also feature traditional, gas-powered vehicles from BMW and Ford Motor Co.

(Continued)

- Ford Lightning
- Ford Mach-E
- Volkswagen ID. Buzz
- Volkswagen ID. 4

Ford Lightning



Ford Mach-E



Volkswagen ID. Buzz



Volkswagen ID. 4



The auto show opens on Thursday, Feb. 20, and runs through Sunday, Feb. 23, at the Oregon Convention Center. Show hours, ticket prices and more information available at oregonautoshow.com or by phone at 503.233.5044 (before the show); or 503.872.2152 (during the show).

Media Inquiries:

Marc Harlow, harlowprllc@gmail.com 810-599-2558; Joe Rohatynski, joeropr@gmail.com 313-378-6570.

###