

[ATTN: CALENDAR LISTINGS / SAVE-THE-DATE]

The Auto Show is Back. With a New Name.

Portland, Ore., Feb. 3, 2025 – The Oregon International Auto Show opens its doors **Feb. 20-23, 2025**, featuring a new look *and a new name*: **The Oregon International Auto & Motorcycle Show (OIAMS)**. While the auto show has frequently featured motorcycles, the addition of “motorcycle” to the name reflects rising consumer interest in motorcycles, scooters and e-bikes, according to Greg Remensperger, OIAMS executive director. “We’re growing!” said Remensperger. “We’re already the largest four-day *auto* show in the Pacific Northwest and now, in recognition of the vast and growing motorcycle market, we’re bringing back the bikes, and lots of them, to our expanded Motorcycle Pavilion. Remember, you don’t stop riding when you get old; you get old when you stop riding.”



WHAT: The Oregon International Auto & Motorcycle Show, the **Northwest’s premier motor event**. Auto and motorcycle consumers and enthusiasts will have access to hundreds of new-model vehicles, including EVs, plug-in hybrids, crossovers, SUVs, trucks, luxury vehicles, as well as street bikes, dirt bikes, side-by-sides, quads and wet bikes.

WHEN:

Thursday, Feb. 20	12pm-9pm (Media Preview: 5-9am)
Friday, Feb. 21	12pm-10pm
Saturday, Feb. 22	10am-10pm
Sunday, Feb. 23	10am-7pm

WHERE: Oregon Convention Center, 777 NE Martin Luther King Jr. Blvd., Portland

WHO: Representatives from global automotive brands will be on-site to answer questions and provide information on new vehicles and vehicle technology. Current brand lineup: **BMW, Buick, Chevrolet, Chrysler, Dodge, Ford, Genesis, GMC, Honda, INEOS, Infiniti, Jeep, Kia, Mercedes, Mini, Polestar, RAM, Subaru, Tesla, Toyota, Volkswagen, and Volvo** with others being added daily.

DETAILS and OVERVIEW:

- There’s no better way to learn about the future of automotive than at an auto show. Known for its family-friendly atmosphere, entertaining features, and experiential activities, the auto show is a popular destination, a family tradition and the best place to comparison shop in the largest, no-pressure showroom in Oregon.
- Automobile and motorcycle manufacturers, along with Greater Portland auto and motorcycle dealers, have teamed up to present the most diverse selection of new products at what many are already calling “the best show ever.”

TEST DRIVES:

- The show’s tradition of putting consumers in moving cars continues at the **indoor EV Test Drive**, featuring vehicles from **Chevrolet, Ford Motor Co.** and **Volkswagen**. **Outdoor Test Drives** includes vehicles from **BMW, Ford Motor Co., Toyota,** and **PGE EV R & D**, and are available to ticket holders.

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MOTORCYCLE PAVILION:

- Bigger and better, the Motorcycle Pavilion will be located upstairs in the **Portland Ballroom**, and feature top brands such as **Suzuki, Kawasaki, Honda, Polaris, Yamaha, KTM, and Zero**, with other brands being added daily.

RETURNING FAVORITE FEATURES:

- Voted one of the top features at past auto shows, **The Garage**, with an expanded footprint and new location at the South end of the Main Show Floor, will once again host **Tailgate Lounge** featuring a 35-ft. slot car track with daily races, live narrator and prizes, sponsored **EC Electric and Walen Construction**. Also, three **live truck builds**: Chevy Silverado; Ford F-150; and RAM Big Horn; and a **first-responders area** featuring a 1955 **Portland Fire Department** truck; a 1926 **Portland Police Department** patrol car, and kid-friendly activities.
- **Family Day** presented by **Country Financial** is **Sunday, February 23**. Kids 15 and under attend for free, with a paid adult ticket.
- **Kids Zone** returns with activities including face painters, goofy balloon artists, temporary tattoos, and an inflatable slide.
- **The new car giveaway** is back providing ticket holders an opportunity to win a **2025 Chevrolet Equinox**, on Sunday, February 23, the final day of the show.
- **Electric Drive**: Formerly known as Electric Avenue, show-goers can explore the future of EVs with support and participation of **PGE, Pacific Power, Clark Public Utilities, and Oregon Electric Vehicle Association (OEVA)**. Let Electric Drive help answer the question everyone is asking: *“Is now the right time to purchase an EV?”*
- **Save on Tickets**: show visitors can receive a \$3.00 ticket discount by donating three cans of non-perishable food, thanks to the **Safeway Foundation / Sunshine Division**, which works to provide food assistance to the Metro Portland area. Canned food will be collected at the main entrance.

TICKETS AVAILABLE NOW AT OREGONAUTOSHOW.COM

- Adults: \$20
- Seniors (65+): \$15
- Military (active-duty w/ID): \$15
- Youth: (10 – 15 yrs): \$10 (on **Family Day Sunday**, all youth are free with paid adult admission)
- Children under age 9: Free at any time during the show when accompanied by paid adult admission

Please Note: tickets are good for entrance into the show for one day only. Patrons are allowed to leave and reenter within the same day. For multiple day attendance, tickets must be purchased for each day.

WITH APPRECIATION:

The success of events of the size, scale and importance of the Oregon International Auto & Motorcycle Show isn't possible without the ongoing support of participating auto and motorcycle manufacturers, and the contributions and community partnerships of:

- Country Financial
- PGE, Pacific Power, Clark Public Utilities, OEVA
- Rick's Custom Fencing
- Safeway Foundation / Sunshine Division
- Walen Construction & EC Electric

MORE INFORMATION:

info@oregonautoshow.com, 503.233.5044 before the show; 503.872.2152 during the show.

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