

THE BIGGEST SHOW ON WHEELS GETS EVEN BIGGER ROCHESTER AUTO SHOW, FEBRUARY 28 THRU MARCH 3

When the 34th annual Greater Rochester International Auto Show sets up shop at the Joseph A. Floreano Rochester Riverside Convention Center for its annual 4 day stay, Thursday thru Sunday, February 28 thru March 3, if it used themes this one could very well be "The biggest show on wheels gets even bigger." According to Show Manager Richard Sherman who has been with the show from the beginning, "We always pride ourselves on the great diversity of product that we have at the show, something to fit everyone's taste and wallet, be it Pickups, SUV's, CUV's, High Performers, Hybrids, Electrics, Compacts or Luxuries, we have them all. But there is no doubt that this year the manufacturers are stressing the big vehicles, especially Pickups and SUV's. And they are coming in many more sizes and styles. Not too long ago, according to Edmunds, SUV's came in one size, large, but skyrocketing demand has ushered in a new era with seemingly endless variations on the SUV theme. Today midsize SUV's slot neatly between compact and full size SUV's, providing arguably the best of both worlds. Vehicles as diverse as the Dodge Durango, the Honda Passport, the Mazda CX-9, the Toyota Highlander, the VW Atlas, the BMW x5, the Acura RDX, the Ford Edge and the new Lincoln Nautilus are just a few of the models that fit in this expanding category and will be on the show floor. Then there is the crossover SUV including the new Lexus UX, the Infiniti QX50, the Mazda CX-5, the Honda Pilot, the Hyundai Kona and the Wrangler and the Cherokee from Jeep. And SUV's also come in Hybrids, like the Kia Niro, the Chrysler Pacifica, the Toyota RAV 4, and the Subaru Crosstrek Hybrid among others. And in Luxuries, like the all new Buick Enclave Avenir that GM will feature at the show. the BMW x7, the biggest BMW made, and the Porsche Cayenne. As for the Pickups, the same is true as the fastest growing category is the mid-size pickup which can still haul, tow and transport passengers but offers increased maneuverability, lower starting prices and potential for better fuel economy. The GMC Canyon, the Ford Ranger, the Honda Ridgeline, the Toyota Tacoma, are just a few of the choices in this exciting category. And the all new Ranger will be making its area debut at the show. Of course the big boys still dominate the market, the Ford F150, the Chevrolet Silverado, the premier showing of the newly designed GMC Sierra, and the totally redesigned Dodge Ram 1500, the Motor Trend Truck of the Year will all be at the show. There are more and more choices on the show floor to fit every need and every pocketbook.

But rest assured, for those attendees who want to see the latest in passenger cars, there will be plenty to look at including the following that have been totally redesigned for 2019, the Nissan Altima, the Honda Insight Hybrid, the Toyota Corolla Hatchback, Acura ILx, Kia Optima, Chevrolet Camaro and the Malibu, as well as the all new BMW 330 xi, the Audi RS 5 Coupe, the Fiat 124 Spider, the Mercedes A220, nicknamed the baby Benz, the Mini Countryman, both Mazda 3 & 6, the Honda Civic and the all new Honda Civic Sport. And as for Luxury brands, they will be headed by the fabulous \$176,000 2019 Mercedes AMG GT and will include the best from Lincoln, BMW, Lexus, Porsche, Audi, Accura, Infiniti, Volvo, who will be showing the all new, just released 2019 S60 4 door sedan, Maserati, Alfa Romeo, who will show both the Guilia and the Stelvio, Jaguar, Range Rover, Chrysler and Buick plus the Chevrolet Corvette Grand Sport, a true one of a kind. As for electric plug-ins, heading the list will be the magnificent I-Pace all electric SUV from Jaguar, their first electric vehicle and a real show stopper. Hyundai will show their Ioniq, Chevrolet will have the Bolt EV and the Volt LT, Toyota the Prius Prime and Mitsubishi the Outlander PHEV, among others.

Among the exciting new displays for 2019, Ziebart will be sponsoring a 1200 sq. ft. display featuring over 9 national manufacturers of auto parts showing their latest products. The participants will include Weather Tech, Extang, Retrax, Truxedo, Undercover, Bed Rug, N-Fab, Bak Industries and Cargo Glide. This is a first for the show. Another first for the accessory area will be a special display by the GM Rochester Products plant that will feature current and past fuel injection components, carburation and emission products that were manufactured here in Rochester. The display will showcase an array of products that have been produced over the 80 year history of the site. Visitors also should not miss the

state police display at the rear of the first floor. Also, this year, right near the show entrance, on Saturday and Sunday, from 10 am to 4 pm, the DMV will again have a mobile unit at the show to provide DMV services to the public. Saturday transactions will include license and registration renewals. On Sunday, drop-off registration renewals, change of address and license plate surrender transactions will be available. Staff will be on site both days to answer DMV questions. Bring the necessary paperwork and have your needs met right at the show.

Tying in with the theme of bigness, this year's show will again showcase a very special BIG feature with the weekend appearance of the super Robot Gigamaxx, which has to be seen to be believed. Maxx is the first prototype of his kind, standing 9 feet tall, he appears to be a living, thinking robot who can process like a human being, with 4 different operational centers synthesizing sight, touch, feeling and thought . He will be making three one hour appearances each day on Saturday and Sunday only, starting at 11am, 1 pm and 3 pm.. If you missed him last year, don't make that mistake again. And bring the kids. Maxx is a special treat for the young ones.

Show hours are Thursday and Friday, Noon to 10 pm; Saturday, 10 am to 10 pm and Sunday 10 am to 6 pm. Admission will be \$10.00 for adults, \$7.00 for seniors and active military and \$4.00 for children under 12 with no charge for children under 5. There is ample low cost parking for show visitors at the South Avenue garage with a covered walkway right to the Convention Center.