

Auto Show

2008 SILICON VALLEY INTERNATIONAL

SPECIAL ADVERTISING SECTION



p8

Concept cars provide a glimpse into the future



p8

What's new in diesel, the original alternative fuel



p9

Roll in the dirt at Toyota's Off Road On Site Adventure

Road Warriors



FROM HOT HYBRIDS TO COOL CONCEPTS, AUTO EXPO RUNS THE GAMUT OF TODAY'S VEHICLE LINEUP



SILICON VALLEY INTERNATIONAL AUTO SHOW 2 0 0 8

The 2008 Silicon Valley International Auto Show will display more than 400 of the latest cars, trucks, crossovers and sport/utility vehicles at the San Jose McEnery Convention Center, Jan. 10-13. This exciting event will feature something for everyone, including celebrity-owned vehicles, CNN's "Warrior One" Hummer, eight-minute dating in cars, a ride and drive, ultra high-end exotics from the prestigious duPont Registry and more.

On display will be several exciting, all-new or redesigned 2008-model vehicles, including the Nissan Rogue, Honda Accord, Subaru Impreza, Ford Shelby GT500 and a collection of hybrids including the Chevrolet Tahoe, Chevrolet Malibu, Ford Escape, GMC Yukon, Nissan Altima, Lexus GS, Saturn Vue Green Line and more. This show will also offer an up-close look at pre-production models yet to hit the dealer showrooms, including the Jaguar XF, Ford Flex, Saturn Astra, Chevrolet Aveo5 and more.

A host of concept cars also will be showcased to provide consumers a glimpse into the innovative future of automotive design. Concept cars scheduled to appear include the Suzuki Hip Hop and Bumblebee — the Chevrolet Camaro concept, from the summer blockbuster movie *Transformers*.

For the first time ever, the Toyota Trucks Off Road On Site Adventure will haul its lineup of 4x4 trucks, sport/utility vehicles, logs, sand and hundreds of tons of dirt to the San Jose McEnery Convention Center for the Silicon Valley International Auto Show. Attendees will be invited to test drive a collection of new Toyota trucks and sport/utility vehicles including the rugged Tundra, Tacoma and FJ Cruiser on a thrilling course.

Using interactive displays and exhibits, the Volkswagen "Dieselution" Tour will highlight current environmental issues and showcase advances in diesel engine technology,

design and performance. Volkswagen also will showcase its lineup of diesel-powered vehicles, including the 2009 Jetta TDI, Volkswagen's new, 50-state clean diesel offering.

Luxury takes over as the world famous duPont Registry showcases a collection of ultra high-end exotic and luxury vehicles. Also on display will be a collection of historical Ferraris, courtesy of Pacific Region of the Ferrari Club of America.

Showgoers will marvel at the million-dollar CNN "Warrior One" Hummer, a Hummer H1 customized by Chip Foose and his crew from The Learning Channel (TLC) program *Overhaulin'* after it was used by CNN correspondents reporting from the front lines in Iraq. The design team revamped the H1 inside and out and decked it out with stereo system upgrades including 7,500 watts of Kicker audio power, two massive subwoofers, six LCD video monitors and a DVD player.

Car selection can reveal a lot about a person including personality traits, spending habits and even relationship tendencies. The Silicon Valley International Auto Show's 8Minute Dating will put this quirky concept to the test when a collection of cars play host to eight-minute dates for single attendees looking for love. Registration in advance is available online at www.8minutedating.com, or sign up at the auto show.

Aftermarket Alley will dazzle showgoers, as it is home to the latest sport compacts, high-performance rides and luxury vehicles highlighting car customization, mobile elec-

tronics and accessories. Several tricked-out vehicles will be on display, including the hottest in customization from Z Car Garage.

Free for all attendees, the IGX Video Game Arena allows the showgoers the opportunity to play the latest racing and sport entertainment video games on more than 17 gaming stations featuring the Microsoft Xbox 360, Sony Playstation3 and Nintendo Wii platforms.

The United States Touring Car Championship, America's most exciting touring car racing circuit, will showcase a collection of exciting vehicles including production-based sedans, coupes and hatchbacks with chassis suspensions that have been modified for maximum performance. Also, don't forget to stop by the Infineon Raceway display for a chance to win a weekend pass for an upcoming NASCAR Nextel Cup Race or an NHRA National race.

Other promotions include:

Free subscription to Motor Trend magazine: Attendees will receive a free one-year subscription to Motor Trend magazine with each online ticket order or box office purchase, courtesy of the Silicon Valley Auto Dealers Association. Complete the online form while purchasing an E-ticket or the subscription card at the box office and receive issues of one of America's most popular automotive magazines.

College Two-Fer Day, Thursday, Jan. 10: College students who purchase one student admission ticket with a valid college ID will receive a second student admission free with second valid college ID.

Family Day, Sunday, Jan. 13: Children 12 and younger are admitted free when accompanied by a paying adult.

The Silicon Valley International Auto Show is owned and presented by the Silicon Valley Auto Dealers Association, sponsored by the San Jose Mercury News and produced by Motor Trend Auto Shows, Inc.



OFF-ROAD

Off-road goes indoors

Get a taste of off-road motoring at the Toyota Trucks Off Road On Site Adventure, part of the Silicon Valley International Auto Show.

The event allows guests to drive the 4x4 Tundra, Tacoma and FJ Cruiser on an indoor-outdoor course designed to put the vehicles to the test. The course includes such obstacles as moguls, logs, berms and a teeter-totter. A rock crawl and wood bridge are part of the FJ Cruiser breakaway segment. Other features include a high-performance demonstration and the option to test-drive a Tundra loaded to capacity.

Participants must be 18 or older to drive the vehicles, and must have a valid driver's license. Minors may attend if accompanied by a parent or guardian. Children may ride as passengers if they are at least 4'9" (57 inches) tall or 8 years old or older (proof of age — birth certificate or passport — required if under 4'9"). Admission is free with auto show admission.

For more information, visit www.toyotaoffroadonsite.com.

SHOW FLOORPLAN

SOUTH HALL

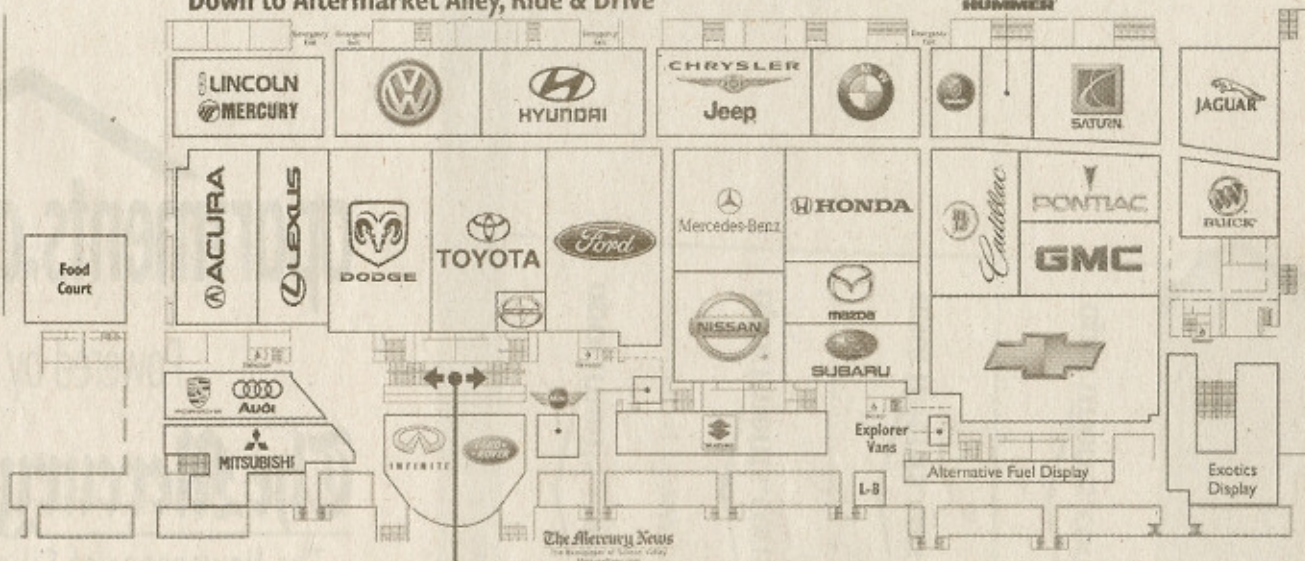
DUB
Tricked-Out & Highly-Customized Rides

PLUS

TOYOTA OFF ROAD ON SITE ADVENTURE

Thursday	11 am-9 pm
Friday	11 am-9 pm
Saturday	11 am-9 pm
Sunday	10 am-7 pm

↑ ↑
Down to Aftermarket Alley, Ride & Drive



Show Entrance/Exit
(To/From Parking)

San Carlos Street

