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Southeast Michigan Auto Show to roll into Novi in January 2020

Tickets now on sale for inaugural event at the Suburban Collection Showplace

NOVI, MI (November 13, 2019) -- The inaugural **Southeast Michigan Auto Show** is excited to bring vehicles from over 30 brands to consumers and car enthusiasts across the region. This brand-new show will run from Friday, January 3rd, 2020 through Sunday, January 5th, 2020 at the Suburban Collection Showplace in Novi. Tickets are on sale now at southeastmichiganautoshow.com.

Drawing on the region's rich automotive history, the show aims to provide consumers an environment tailored to browsing the interior and exterior of the latest vehicles with hundreds of models spanning from the exotic and luxury brands to the economy segment all under one roof.

"The Southeast Michigan Auto Show is designed to be a consumer driven show with the goals of providing the attendees the opportunity to view vehicles at a time of year that customers have been accustomed with and to support a critical economic engine to our region - local automotive dealers. The idea is to ultimately connect consumers with vehicles and brands they are interested in purchasing. The intent of the show is to have the "Cars be the Stars" and provide a fun and exciting event for the whole family!" indicated Blair Bowman, Promoter of the Southeast Michigan Auto Show.

The **Southeast Michigan Auto Show** will encompass over 200,000 square feet of exposition space and showcase more brands under one roof than any automotive focused show in the region over the past several years. Many brands of exotic vehicles and hundreds of vehicles from the current model year in various trim levels will be on display and offer patrons an opportunity to get inside the cars, speak to product specialists on site, and opt-in to receive current information from local dealers and their respective marketing teams.

Brands that will be featuring vehicles in the show include:

- Alfa Romeo
- Aston Martin

- Audi
- Bentley
- BMW
- Bugatti
- Buick
- Cadillac
- Chrysler
- Dodge
- Fiat
- Ferrari
- Ford
- GMC
- Harley-Davidson
- Honda
- Infiniti
- Jaguar
- Jeep
- Lamborghini
- Land Rover
- Lincoln
- Maserati
- Mazda
- McLaren
- Mitsubishi
- Nissan
- Porsche
- Ram
- Rolls Royce
- Spyker
- Toyota
- Volkswagen
- Plus, more to come...

Southeast Michigan Auto Show attendees won't want to miss the special "Best of Brands" exhibit that will offer manufacturers the chance to showcase a particular vehicle. These vehicles will include top of the line models as well as historical and classic cars. Families will also enjoy the 96.3 WDVD Kids Zone with multiple kid friendly activities, just \$5 per child for unlimited play.

The kick-off to the inaugural show will be the 'Cocktails and Cars' event, to be held Friday, January 3rd, 2020 in the Legacy Ballroom of the Event Center at the Suburban Collection Showplace from 5:30 PM until 7 PM. Jazz artist Kimmy Horne will perform during this event, brought to us by entertainment sponsor Varsity Lincoln of Novi. A charitable component to this event will be announced at a later time.

Hours for the show are as follows:

Friday, January 3rd: 10 AM – 9 PM

Saturday, January 4th: 10 AM – 8 PM

Sunday, January 5th: 10 AM – 5 PM

Ticket prices are as follows:

\$10 for adults 12 and up

\$5 for children 6-11

Children 5 and under are FREE

Now through November 20th – as an introductory special - tickets purchased online at southeastmichiganautoshow.com are half-price – using the coupon code **VROOM**. Participating brands or dealers may also have tickets available via promotions at dealerships or online offers.

For more information about tickets, show hours, schedule of events, directions and special activities, sponsorships and booth rentals, visit the show website.

Social Networking - Please visit the following for updates on the show:

Website: www.southeastmichiganautoshow.com

Facebook: Facebook.com/SEMichiganAutoShow

Twitter: [@SEMichAutoShow](https://twitter.com/SEMichAutoShow)

Instagram: [@SEMichiganAutoShow](https://www.instagram.com/SEMichiganAutoShow)