



CenturyLink Field Event Center • November 10 - 13, 2016 • Seattle, WA
SeattleAutoShow.com

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NEW AUTOMOTIVE TECHNOLOGY HIGHLIGHTED AT 2017-MODEL SEATTLE INTERNATIONAL AUTO SHOW

SEATTLE – (October 27, 2016) The automotive industry continues to introduce new active safety and entertainment and propulsion technologies in the latest vehicles hitting dealership showrooms. Attendees visiting the 2017-Model Seattle International Auto Show will get a first-hand look at these innovations. “In-vehicle technology is advancing quickly as automakers try to keep pace with consumer technology,” said Motor Trend associate editor Scott Evans. “For customers, this means many technologies which were recently available only in luxury vehicles are quickly becoming common in mainstream, affordable vehicles.” The Seattle International Auto Show opens Thursday, Nov. 10 and runs through Sunday, Nov. 13, 2016 at CenturyLink Field Event Center. Show attendees will be able to check out the latest technologies in the more than 500 new vehicles on display, and will be able to experience the technologies in action by test driving over 50 different vehicles.

Active safety features continue to be an area that manufacturers are exploring. From pre-collision systems that warn drivers of an impending crash to active cruise systems that can apply the brakes automatically and come to a complete stop, vehicles today keep tabs on what’s happening around them. Subaru offers its EyeSight active suite with an active cruise control that can come to a complete stop in traffic and features automatic emergency braking. Many vehicles now offer lane sensing and sound an audible warning when a vehicle strays. The Honda Civic will even nudge the car back into its lane if it senses a change without a turn signal activated.

Apple CarPlay and Google Android Auto continue to be offered on more vehicles. These systems allow complete mobile phone integration, allowing the driver to make telephone calls, access maps, text, email,

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play music, and more. Apple CarPlay and Google Android Auto are currently available in select vehicles from Audi, BMW, Chevrolet, Ferrari, Fiat, Ford, Honda, Hyundai, Jeep, Mercedes-Benz, Toyota, Volvo and more.

When it comes to what moves the car, consumers have more choices than ever. “Many new hybrids are coming on the market,” according to Evans. “More pure electric vehicles than ever are on sale, with greater range.” With models like the BMW i3, Chevrolet Volt, Prius Prime and more, consumers can now buy electric cars with more than 200 miles of range for mainstream prices. “Gasoline and diesel-powered engines aren’t dead yet,” continued Evans. “Thanks to advance turbo-charging technology, more powerful computers and diesel exhaust treatments, engines are getting smaller but are still getting more fuel efficient.”

Many of these new technology options can be found in vehicles displayed on the auto show floor. For more information on a specific vehicle or technology, please speak with a manufacturer representative at the show or visit a local new car dealer.

The Seattle International Auto Show will be open to the public Thursday, Nov. 10 through Sunday, Nov. 13, 2016 at the CenturyLink Field Event Center, located at 800 Occidental Drive South, in Seattle. Show hours are Thursday, from 2 p.m. to 9 p.m., Friday, from 12 p.m. to 9 p.m., Saturday, from 9 a.m. to 9 p.m. and Sunday, from 9 a.m. to 6 p.m. Admission is \$16 for adults (13 & over), \$13 for senior citizens (62 and older) and \$13 for Military (with any D.O.D. ID). Children 12 and under are admitted free when accompanied by an adult, compliments of BECU. Attendees can sign up for a FREE one-year subscription to *Motor Trend* magazine, courtesy of the *Washington State Auto Dealers Association*. Advance sale discount E-tickets can be purchased online at www.SeattleAutoShow.com.

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