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Media Contact: Trevor Trumbo
TEN / Motor Trend Auto Shows
714-732-8788
ttrumbo@enthusiastnetwork.com

NEW MEXICO INTERNATIONAL AUTO SHOW – IT’S A FAMILY AFFAIR

ALBUQUERQUE – (March 4, 2016) Why should mom and dad have all the fun? When the 2016 New Mexico International Auto Show opens its doors on Friday, April 15, it will be packed with all the auto industry has to offer including the latest cars, trucks, SUVs, electric and alternative fuel vehicles, luxury rides, test drives and more. Dad can swoon over the Ford Mustang GT and Mom can dream a little at the Porsche and Mercedes-Benz displays. And when they’re done dreaming there are more than 200 other vehicles to check out. Sit in the driver’s seats, inspect engines, kick tires, count cup holders, check trunk space, test drive vehicles and take in that new car smell. There is also tons of fun to be had for those not yet old enough to drive. Going to the show won’t break the family piggy bank as all children 12 and under are admitted free on Sunday, April 17 when accompanied by a paying adult.

Fun for Kids

The free Kids Autobahn is back again this year! Kids ages 3 – 9 will have fun test driving a variety of electric ride-on cars around a small track. Located in the East Hall behind Mitsubishi, the Kids Autobahn is a fun, interactive display.

Safety for the newest drivers in the family

For those families with new drivers or kids about to get their driver’s license, the show presents an opportunity to explore the latest innovations in safety to protect those new teen drivers. In a recent report, the U.S. Department of Transportation called innovations by car manufacturers a “revolution in safety.” Advances in safety include driver assist or collision assist technologies that allow vehicles to sense the environment around them and assist drivers by alerting them to impending dangers. Many of these new technology options can be found in vehicles displayed on the auto show floor. Many manufacturers are increasing the type and variety of in-vehicle safety systems. Below are just a few examples of what you can find at the auto show.

The all-new 2016 Chevrolet Malibu features the debut of Teen Driver, a system that provides parents with a tool to help encourage safe driving habits for their kids, even when they are not in the car with them. Teen Driver supports safe driving habits by muting the audio of the radio or any device paired with the vehicle when front seat occupants aren’t wearing their safety belts, and it gives audible and visual warnings when the vehicle is traveling faster than preset speeds.

Transporting younger kids? Safety experts acknowledge that the back seat is the safest place for children. Ford has begun to offer rear inflatable safety belts, which combine the attributes of safety belts and airbags in many of its vehicles. Rear inflatable safety belts provide additional protection for rear-seat passengers, who often are children or older adults more vulnerable to head, neck and chest injuries.

Subaru vehicles may be equipped with EyeSight, an extra set of eyes on the road, and if need be, an extra foot on the brake when you drive. When equipped with this safety feature, several Subaru models received the highest possible rating for front crash prevention by the IIHS.

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 New Mexico International Auto Show will be open to the public Friday, April 15 through Sunday, April 17, 2016 at the Albuquerque Convention Center, located at 401 2nd Street Northwest, in Albuquerque. Show hours are Friday, from 12 p.m. to 10 p.m., Saturday, from 10 a.m. to 10 p.m. and Sunday, from 10 a.m. to 6 p.m. Admission is \$10 for adults (13 & over), \$5 for senior citizens (62 and older), \$5 for Military (with any D.O.D. ID), and \$5 for children (6 – 12). Children 5 and under are admitted free when accompanied by an adult. Family Day is Sunday, April 17 and children 12 and under are admitted free when accompanied by a paying adult. Attendees can sign up for a FREE one-year subscription to *Motor Trend* magazine, courtesy of the *New Mexico Automotive Dealers Association*. Advance sale discount E-tickets can be purchased online at www.NewMexicoAutoShow.com.

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