



**GREATER
LEHIGH VALLEY
AUTO DEALERS
ASSOCIATION**

News Release

1655 Victoria Circle
Allentown, PA 18103

610.972.5496

GLVADA.org

FOR IMMEDIATE RELEASE

25th Lehigh Valley Auto Show: Celebrating a Milestone in Automotive Excellence

Bethlehem, Pennsylvania, February 20, 2024 - The Greater Lehigh Valley Auto Dealers Association is thrilled to announce the highly anticipated 25th Lehigh Valley Auto Show, themed "For the Love of Cars." The show will begin on Thursday, March 21st, with the 2024 VIP Gala held the evening of March 20th. This milestone event promises an unforgettable experience for automotive enthusiasts and consumers alike.

Auto shows have long been regarded as magical events, providing consumers with the opportunity to make personal connections with vehicles and explore the latest innovations in the automotive industry. As attendees walk around the expansive show floor, they immerse themselves in the sights, sounds, and even the scents of new cars, allowing them to compare options and make informed purchasing decisions.

"We are excited to celebrate the 25th anniversary of the Lehigh Valley Auto Show, an event that continues to captivate audiences and shape the automotive landscape," said Dan Moyer, Executive Director of the Greater Lehigh Valley Auto Dealers Association. "This year's show promises to be more spectacular than ever, with a lineup of events and attractions that showcase the passion and innovation driving the automotive industry forward."

The festivities kicked off with the VIP Gala on March 20th, a ticketed event open to the public for the first time. Proceeds from the evening will benefit the nonprofit organization "Bloom for Women," which supports women and children affected by sex trafficking in the Lehigh Valley. Attendees can enjoy live music by Best Friends Girl, delectable cuisine, and entertainment while supporting a worthy cause.

Throughout the auto show, visitors can experience a diverse range of events and attractions, including "Purses & Perfumes" on March 21st and "Friday Night Flights" on March 22nd, featuring a selection of wineries, breweries, and distilleries. Additionally, special appearances by Miss Pennsylvania Moranda Moore and various automotive clubs add to the excitement of the weekend.

"We are proud to host an event that not only celebrates the love of cars but also makes a positive impact on our community," said Keith Muir, 2024 Lehigh Valley Auto Show Chair. "From showcasing the latest vehicle models to supporting local nonprofits, the Lehigh Valley Auto Show embodies the spirit of innovation and philanthropy."



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The auto show will feature a wide array of vehicles, including the all-new redesigned 2024 Mercedes E-350, the 2024 Audi Q8 e-tron Sportback, and many more from leading manufacturers. With over a dozen manufacturers represented, the Lehigh Valley Auto Show offers unparalleled access to the latest automotive trends and technologies.

"Of course, there are many more vehicles you will see at this year's auto show. This show would not take place if it were not for our Lehigh Valley dealers," added Moyer. "GLVADA is comprised of 44 dealers with over 70 franchises right here in the Greater Lehigh Valley. Part of the reason we have this event is to raise money to give back to the community. This auto show has enabled us to give back over \$150,000.00 per year to wonderful nonprofit organizations in the Lehigh Valley."

The press preview and conference for the 2024 Lehigh Valley Auto Show happened today, offering media a sneak peek at the featured vehicles and events. Attendees had the opportunity to interview key stakeholders and capture photos and videos of the vehicles on display.

For more information and to purchase tickets, please visit LehighValleyAutoShow.org.

About the Greater Lehigh Valley Auto Dealers Association:

Founded in 1998, the Greater Lehigh Valley Auto Dealers Association is comprised of 44 new car dealers with 77 franchises. The association is dedicated to promoting automotive excellence and community engagement through signature events such as the annual Lehigh Valley Auto Show.

Vehicles included at the Press Conference:

THE ALL - NEW REDESIGN 2024 MERCEDES E-350
THE ALL - NEW REDESIGN 2024 PORSCHE CAYENNE
THE 2024 AUDI Q8 ETRON SPORTBACK
THE 2024 GMC DENALI
THE 2024 CADILLAC LYRIQ
THE 2024 JEEP GRAND CHEROKEE 4xe 30th ANNIVERSARY
THE 2024 MITSUBISHI OUTLANDER PHEV
THE 2024 2LT CORVETTE



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WHO:

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Press kit available at: <https://lehighvalleyautoshow.org/press/>

Photos and additional information available upon request.



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