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## VANCOUVER INTERNATIONAL AUTO SHOW TICKETS GO ON SALE THIS WEEK WITH 50% OFF, BLACK FRIDAY PRICING!

*Western Canada's best attended automotive experience is scheduled March 20-24, 2024*

For Immediate Release  
November 23rd, 2023

**Vancouver, BC** – The **Vancouver International Auto Show**, Western Canada’s best attended trade and consumer event, will mark its much-anticipated return to the Vancouver Convention Centre (VCC), in 2024 following a four-year hiatus – a limited number of Black Friday priced tickets will be available for purchase starting this Thursday.

From **Thursday, November 23<sup>rd</sup>** to **Tuesday, November 28<sup>th</sup>**, the Vancouver International Auto Show will offer **50% off General Admission and Family Pass ticket prices**, valid for any day of the event! But these special Black Friday tickets are limited! Experience the best in automotive innovation at half the price and don’t miss out on this incredible opportunity to celebrate over 100 years of automotive tradition!

The New Car Dealers Association of BC is pleased to present the 2024 edition of the Vancouver International Auto Show. *“The Show will include a reimagined format with an ELEVATED consumer experience at the forefront”,* says Executive Director, Eric Nicholl. *“Showgoers will find the latest technology-leading, environmentally focused EV’s, coupled with lifestyle features and commercial vendors; this is a celebration of the automotive culture in BC.”*

*“Following a four-year hiatus, we have taken a step back, building on over 100 years of experience, re-imagining an event that will result in a very unique and exciting experience for both our manufacturer*

partners and our consumer guests,” says Blair Qualey, President, and CEO of the New Car Dealers Association of BC (NCDA), which also owns the Show. “I believe we have found the right mix of elements that will appeal to traditional showgoers and those looking to experience the latest vehicle technology in a whole new way.”

Attendees will have the opportunity to test drive a wide variety of zero emission vehicles, helping British Columbians find an option that works for their lifestyle and unique driving needs. The “Indoor to Outdoor” test drives will feature the widest array of vehicle options ever offered at the event, including vehicles that qualify for provincial rebates.

In addition to the test-driving experience, auto enthusiasts will have the opportunity to indulge in a showcase of **European Luxury** brought to you by one of BC’s largest automotive conglomerates, **Dilawri**. Immerse yourself in the electrifying future as they showcase a sampling of the latest EV technology from Audi, Mercedes, and Volvo.

One of the most highly anticipated features of this year’s show is the showcase of supercars at **Supercar Eleganza: A Symphony of Luxury Performance**. Gaze at an unparalleled showcase of supercars from legacy high-performance auto manufacturers to rare, personal collections. Join us in experiencing a harmonious convergence of luxury and performance, where the world’s most coveted brands including Lamborghini, Ferrari, Aston Martin, McLaren, Bentley and Porsche will converge to redefine the very essence of driving excellence.

Regular Ticket Details:

Wednesday – Thursday (Weekday Admission)		Friday–Sunday (Weekend Admission)	
<b>\$19.50</b>	General Admission	<b>\$21.50</b>	General Admission
<b>\$14.50</b>	Seniors 65+ / Students / Military with ID	<b>\$15.50</b>	Seniors 65+ / Students / Military with ID
<b>\$6</b>	Children 7-12 (when accompanied by an adult)	<b>\$6</b>	Children 7-12 (when accompanied by an adult)
<b>FREE</b>	Children 6 and under (when accompanied by an adult)	<b>FREE</b>	Children 6 and under (when accompanied by an adult)
<b>\$39</b>	Family Pass (2 Adults & Children 12 & under)	<b>\$44</b>	Family Pass (2 Adults & Children 12 & under)

The Vancouver International Auto Show would like to acknowledge presenting sponsors RBC and CleanBC. The support of both is critical to the success of the event.

For more detailed information about the Vancouver Auto Show | **ELEVATE Automotive Experience**, March 20-24<sup>th</sup>, 2024, and its many features, visit: [www.VancouverInternationalAutoShow.com](http://www.VancouverInternationalAutoShow.com) which will be updated with new developments over the coming months.

**About the Vancouver International Auto Show**

The Vancouver International Auto Show is owned and operated by the New Car Dealers Association of BC (NCDA) ([www.newcardealers.ca](http://www.newcardealers.ca)). It is British Columbia’s new model showcase for the Canadian automotive industry and represents top brands from the world’s leading manufacturers.

**About the New Car Dealers Association of BC**

*The New Car Dealers Association of BC (NCDAB) represents over 400 new car and truck dealers throughout British Columbia who employ 30,000 British Columbians and are responsible for close to \$17 billion in retail sales in the province. The Association speaks on behalf of the retail automotive industry and advocates on legal, environmental, and consumer issues relating to vehicle sales in British Columbia.*

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