



## MEDIA RELEASE

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### **Philadelphia, It's Time to *Unlock Your Reason***

***--With 27 brands onsite, the Philadelphia Auto Show returns with its largest event in recent years and more reasons than ever for people to attend--***

**East Norriton, PA – January 19, 2026** – The Philadelphia Auto Show returns to the PA Convention Center January 31-February 8. With an impressive list of participating manufacturers, two e-Tracks, Camp Jeep, several brand-new features and more, this year's event invites Philadelphians to unlock their curiosity, excitement, passion and more.

"We chose the theme '*Unlock Your Reason*' for a *reason*," said Philadelphia Auto Show Chairman Jeff Glanzmann of Glanzmann Subaru. "This year's show offers more reasons than ever for one to attend. Not only will our longstanding history of showcasing the latest automotive product to hit the market stand true, but we will also have a plethora of additional displays that will give people far and wide a reason to come."

Specific highlights of this year's Philadelphia Auto Show include the following:

**Participating Manufacturers:** With 27 brands represented on this year's display floor, the 2026 manufacturer display area is the largest it's been since 2020. Consumers will be able to view vehicles of the following brands: Alfa Romeo, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, Genesis, GMC, Honda, Hyundai, INEOS, Jeep, Kia, Lincoln, Lotus, Lucid, McLaren, Nissan, Polestar, Ram, Subaru, Tesla, Toyota, Volkswagen and Volvo.

**e-Track sponsored by PECO:** This year's e-Track will invite consumers to unlock their curiosity on two courses. One course will feature Kia, Lucid, Tesla and Toyota while Cadillac, GMC/Hummer, Polestar and Volvo will be featured on another. Vehicles that will be highlighted include the Cadillac OPTIQ & VISTIQ; GMC Sierra EV & HUMMER SUV; Polestar 3 & 4; Volvo EX30, EX90 & XC60 PHEV; Lucid Air & Gravity; Kia Sportage PHEV, EV6 GT-Line & EV9 GT-Line; Tesla Y Premium, 3 Premium & Cybertruck; and Toyota Prius PHEV, RAV4 PHEV & bZ.

**Camp Jeep & Stellantis Outdoor Ride & Drive:** Always a fan favorite, Camp Jeep returns with its one-of-a-kind indoor ride experience. Featuring new assets like a breakover log crawl and a 25-degree wedge demonstrating articulation to the famed 18-foot mobile hill and stair climber, this year's Camp Jeep will not disappoint. Vehicles that will be featured include the Wrangler Unlimited, Grand Cherokee Trailhawk, Grand Cherokee L, Jeep Compass and Jeep Gladiator. In addition to Camp Jeep, Stellantis will also host an outdoor Ride and Drive Experience where guests 18 and older with a valid license can take a test drive in their choice of the Alfa Romeo Giulia, Alfa Romeo Tonale PHEV, Chrysler Pacifica, Dodge Durango SRT, Fiat 500e, Jeep Gladiator, Jeep Grand Cherokee, Jeep Wrangler, Ram 1500 or Ram 2500.

**Custom Alley:** Custom Alley at the Philadelphia Auto Show has become the premiere indoor custom car show on the East Coast. Featuring the latest in aftermarket customization throughout a 125,000 sq. ft. display floor, Custom Alley can be found in Hall F (street level) of the PA Convention Center this year.

**Exotics:** Exotics Row at this year's Auto Show will give guests the perfect opportunity to unlock their dreams. Located on the main display floor, this unique area will feature some of the most expensive and personalized vehicles thanks to our friends at Exotic Car Gear, McLaren Philadelphia, Lotus Philadelphia and Porsche Club of America: Riesentöter Region.

**Adventure Trail:** For auto enthusiasts who live beyond the pavement, Adventure Trail is the ultimate showcase to unlock your capabilities. With manufacturer participation from Subaru, INEOS and Jeep as well as inspiring displays from several exhibitors that specialize in off-roading adventures, this is a must-see area at this year's show.

**Classics:** Guests have been unlocking their memories at the Auto Show's classics display for years and 2026 will be no exception. With an outstanding display from Antique Automobile Club of America as well as Delaware Valley Triumphs, a pitstop on Classics Blvd. in the Grand Hall will be appreciated by all.

**Heroes Highway:** A new destination this year, Heroes Highway will pay homage to the incredible vehicles that help save lives every day. With a Touch-a-Truck vibe, this interactive display will feature vehicles used by local police and fire departments as well as emergency management services. Further, First Responders Day will take place on February 6 when all first responders with a valid ID will be offered free admission and more.

**Route '26:** Inspired by the excitement that 2026 will bring to the Greater Philadelphia Area, Route '26 is a place where guests can learn about many of the planned activities, celebrations, historical events and more. Examples include Wawa Welcome America, The 2026 MLB All-Star Game and All-Star Week festivities, TED Democracy: Founding Futures at the Kimmel Center for the Performing Arts as well as several others.

**Family Zone:** Thanks to a Kiddie Camp Jeep display with its own special "course" as well as activities planned by the Montgomery County Quarter Midget Racing Club, even the youngest auto show guests can get their time "behind the wheel" via the show's first-ever Family Zone. All Family Zone features as well as those aforementioned in this release are included with general admission to the show.

**Premier Sponsors:** The Philadelphia Auto Show welcomes NJM Insurance and Liberty Coca-Cola Beverages as its 2026 Premier Sponsors.

**About the 2026 Philadelphia Auto Show:** The 2026 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 31 to February 8. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children's Hospital of Philadelphia will take place on Friday, January 30. For tickets and more details, visit [phillyautoshow.com](http://phillyautoshow.com). \*Please note – information in this release is subject to change.

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