



DRIVEN BY FEEDBACK

2026 PHILADELPHIA AUTO SHOW **ATTENDEE INSIGHTS REPORT**

2026 FLOOR PLAN

The exhibitor floor plan is a grid of rectangular booths. At the top center is a large booth for **TRACK LIVE LIFE ENERGIZED**, sponsored by **peco** (an Exelon Company). To the left of this booth is a booth for **Camp Jeep**. Below the TRACK booth is a row of booths for **Jeep**, **FIAT**, **TOYOTA**, **KIA**, **TELE**, **LUCID**, **NJM**, and **PECO**. Below that row is another row of booths for **RAM**, **DODGE**, **CHRYSLER**, **CHEVROLET**, **SUBARU**, **Ford**, **HYUNDAI**, **BUICK**, and **GMC**. To the right of the TRACK booth is a vertical strip of booths for **Polestar**, **VOLVO**, **CADILLAC**, and **GMC**. Further right is a booth for **TRACK LIVE LIFE ENERGIZED** again, sponsored by **peco**. Above the TRACK booth are several smaller booths: **PORSCHE CLUB**, **LIBERTY COCA-COLA BEVERAGES**, **EXOTIC CAR GEAR**, **INEOS GRENADIER**, **LOTUS PHILADELPHIA**, and **McLaren PHILADELPHIA**. On the far right of this top row is a booth for **Exotic AVE**. On the left side of the floor plan, there are several vertical sections: **Heroes HWY**, **Adventure TRAIL**, **Market PLACE**, **Family ZONE**, **KIDDIE CAMP JEEP**, and **STELLANTIS**. At the bottom left of this section is a logo for **AUTO SHOW PHILADELPHIA ROUTE 26**. Various icons for restrooms, wheelchair access, and other facilities are scattered throughout the exhibitor area.



Up From NJM Insurance Group Entrance

13th ST

ARCH ST

12th ST

11th ST

13th ST

MARKET ST

ESCALATORS	ELEVATORS	RESTROOMS	LOST & FOUND	SECURITY
FOOD & DRINK	BAR	SEATING	COAT CHECK	FIRST AID

Down to Custom Alley Exit to 12th Street

STREET LEVEL

CUSTOM ALLEY

nrg Wheelchair & Scooter Rental

ClassicBLVD

PRESENTED BY POWER HOME REMODELING

ANTIQUE AUTOMOBILE CLUB OF AMERICA

DELAWARE VALLEY TRIUMPHS

Marriott SKY BRIDGE

Show Entrance

BACKGROUND

The 2026 Philadelphia Auto Show featured 27 participating brands, an increase of five brands over the 2025 edition and the most new-car displays in recent history. Two indoor EV test tracks featuring eight participating brands, Camp Jeep, Custom Alley and several new features on the Show floor gave consumers a multitude of opportunities to *unlock their reason* to attend the show.

In 2026, **101,658*** attendees braved the frigid temperatures, snow and ice to visit the Pennsylvania Convention Center during the Philly Auto Show's 9-day run from January 31 – February 8. The survey results that follow show just how impactful this experiential event continues to be for the consumers of the Philadelphia region.

* Verified by the Alliance for Audited Media.
Audit report available upon request.

Unlock your Reason





WHY ARE PEOPLE COMING?

Learn about the **latest models**

53%

Comparison shop between brands

37%

Getting **ready to purchase** a vehicle

27%

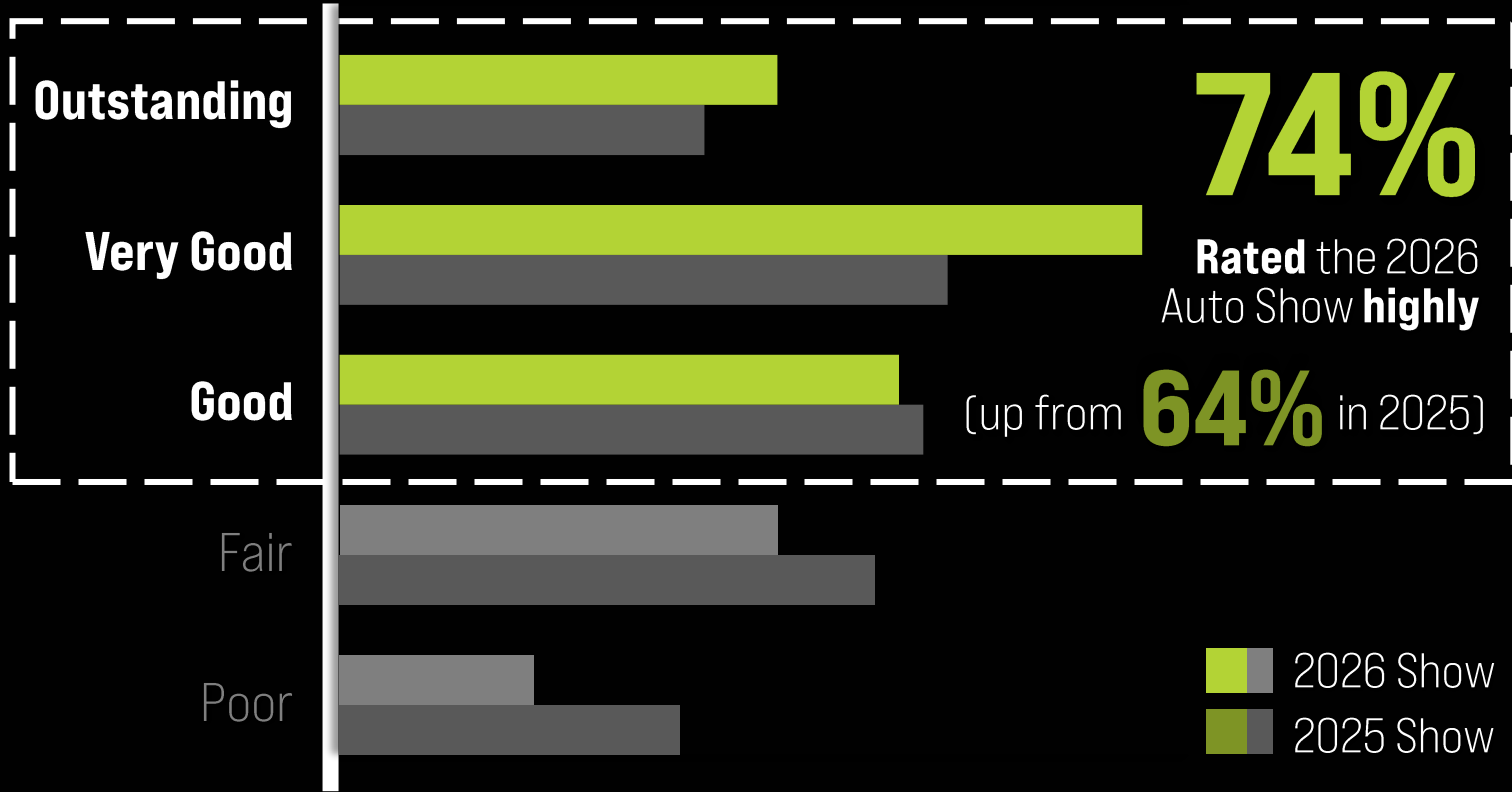
Learn more about **EVs** and **hybrids**

13%

Test drive a new vehicle

6%

ATTENDEE SATISFACTION





SHOW EXPERIENCE



Average **hours spent**
on the Show floor

3.0



Average **vehicles**
sat in/experienced

10



First time
Show attendees

9%

ATTENDEE

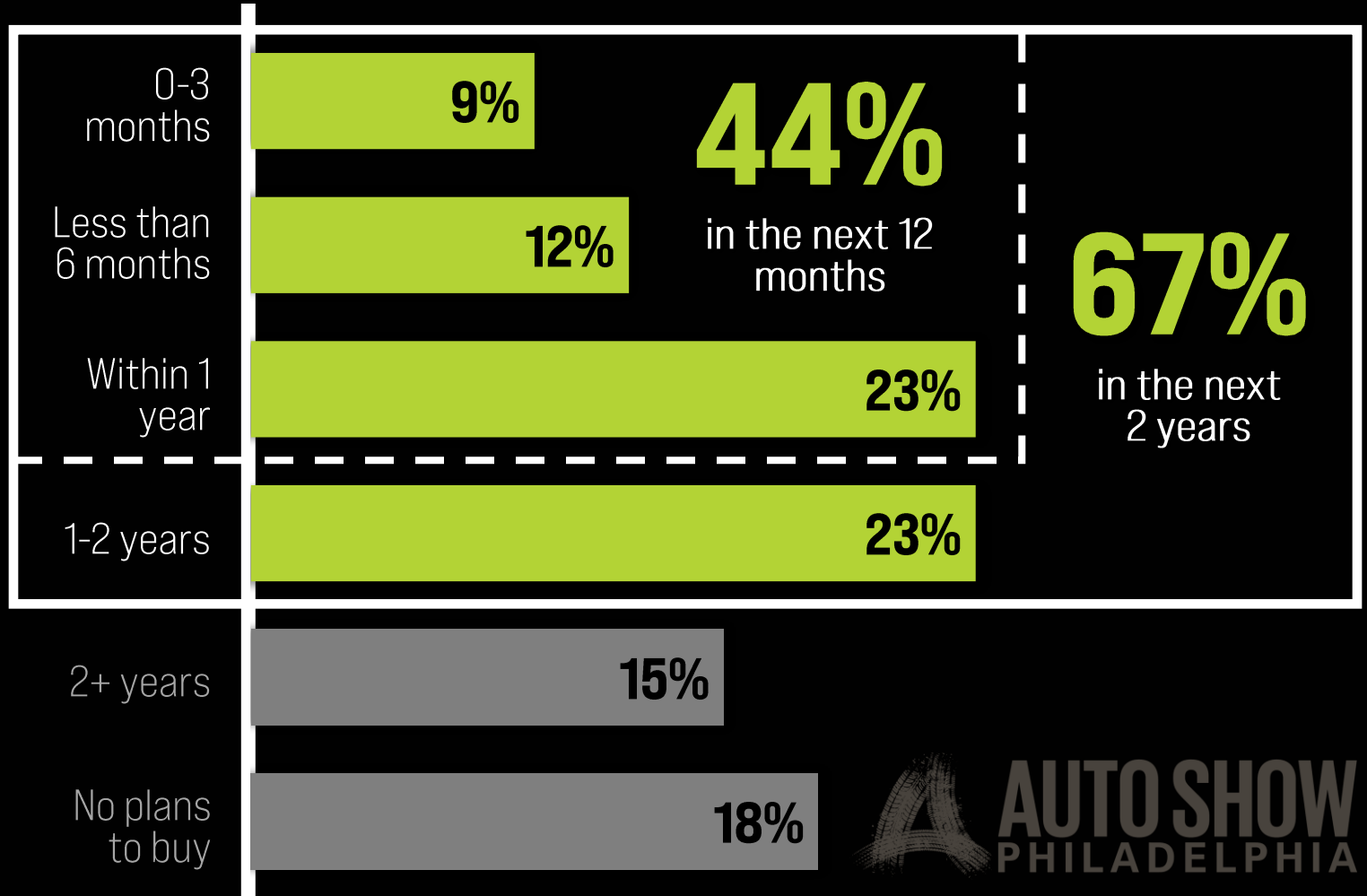
PURCHASE PLANS

INSIGHTS

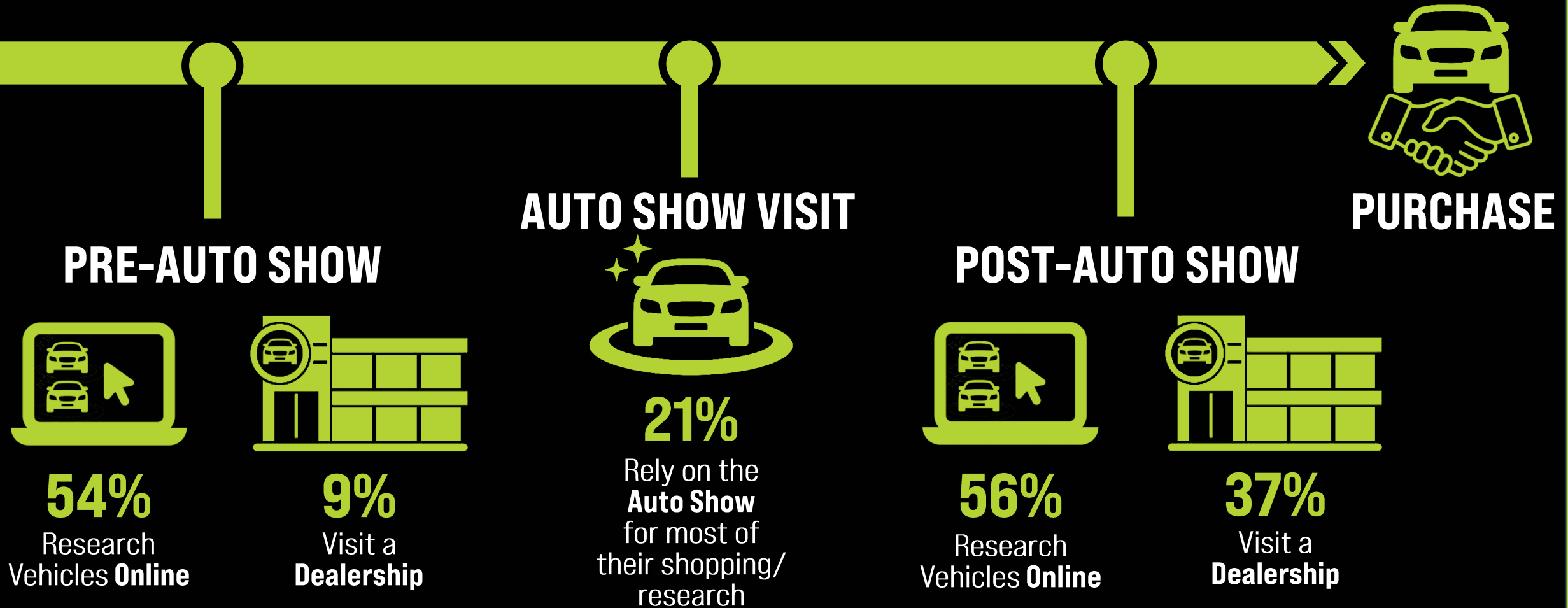


BUYERS ARE HERE

Attendees plan to **purchase or lease** a new vehicle in...



RESEARCH JOURNEY





AUTO SHOW INFLUENCE

More brands represented = **more influence** on buyers!

87%

Report that the Show
influences their
purchase decision*



Up from
78%
in 2025

*Attendees who plan to purchase
within the next 2 years

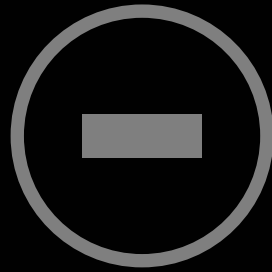
 **AUTO SHOW**
PHILADELPHIA

BRAND CONSIDERATION



34%

ADDED brands
to their consideration list
after the Auto Show



13%

REMOVED brands
that did not participate
from their consideration list



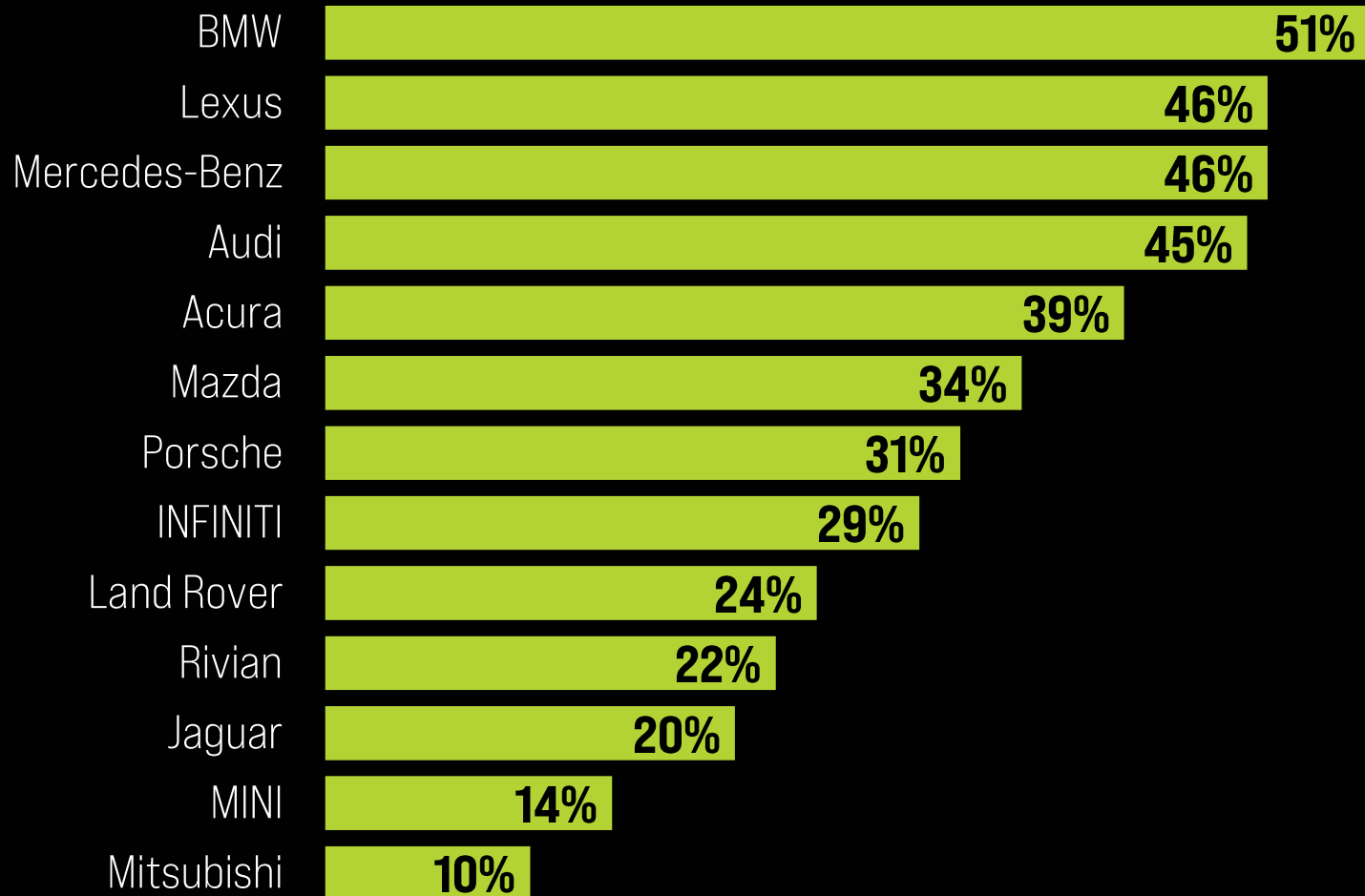
ATTENDEE

ABSENT BRANDS

INSIGHTS

WISH LIST

Non-participating brands **attendees** were **hoping to see**:





OPPORTUNITY COST

Considering
before the Show

Removed after
the Show

16%  ACURA 48%

17%  48%

21%  60%

20%  LEXUS 34%

12%  63%

13%  62%

Attendees
removed brands
from purchase
consideration
due to the brand's
lack of participation
in the
Auto Show

ATTENDEE

RIDE & DRIVES

INSIGHTS



POWER OF EXPERIENCE

37% of attendees participated in a **ride & drive** experience including Camp Jeep, e-Track (8 brands) and Stellantis Multi-Brand drive

How did the ride/drive experience **influence your future purchase?**

Introduced me to a **new vehicle** I had **never considered before** **53%**

Made me **more likely to buy** the **vehicle/brand** I rode in/drove **33%**

Had **no influence** on my future car buying **25%**

Reinforced my decision to purchase the vehicle **5%**

Made me **less likely** to buy that vehicle and explore **other options** **1%**

E-TRACK IMPACT

After attending the Auto Show, attendees are more likely to **consider buying...**

	All Attendees	e-Track Riders
Traditional gas vehicle	52%	40%
Hybrid vehicle	37%	41%
Plug-in Hybrid vehicle	20%	30%
Electric Vehicle	19%	35%

→ **25%**

of attendees **rode** on the **e-Track**



29%

reported it was their **first time** in an **EV**



ATTENDEE

DEMOGRAPHICS

INSIGHTS

GEOGRAPHY

PA 59%

NJ 34%

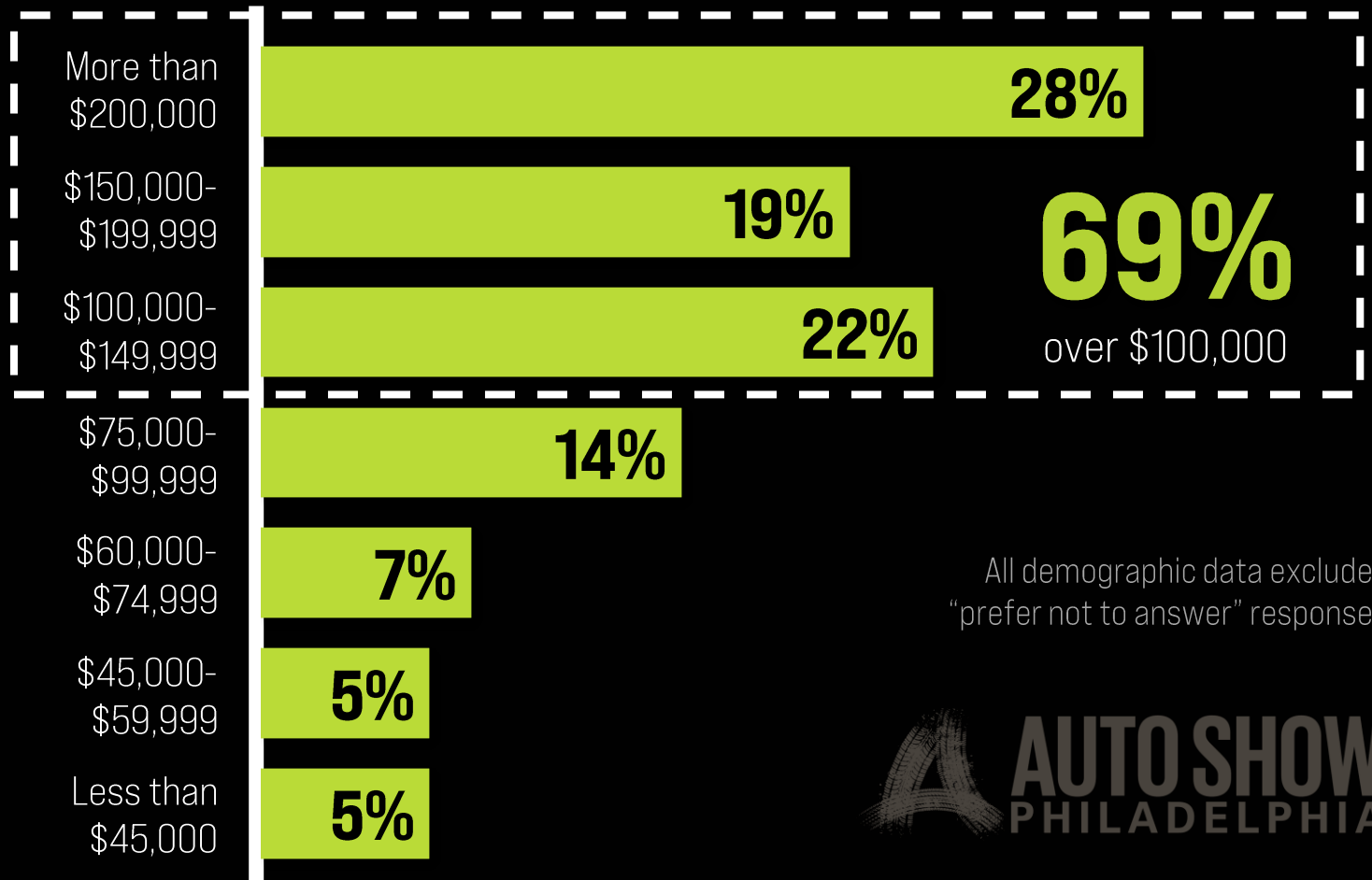
DE 6%

Philly is a
TRI-STATE
Auto Show!

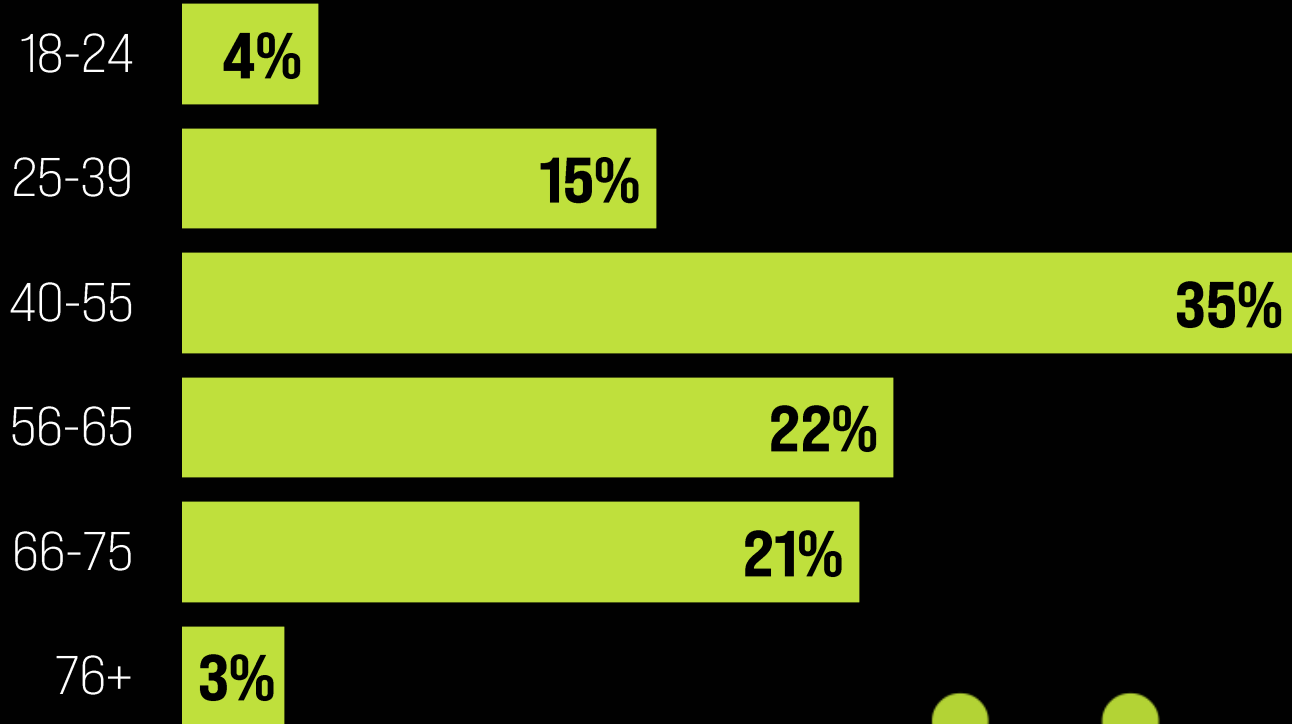
 **AUTO SHOW**
PHILADELPHIA



HOUSEHOLD INCOME



AGE & GENDER



All demographic data excludes
"prefer not to answer" responses





METHODOLOGY

The 2026 Philadelphia Auto Show Exit Survey was conducted in conjunction with Production Plus Insights as part of the Automotive Experience Alliance's 2025-2026 Auto Show Insights Study.

All Philly Auto Show attendees were encouraged to complete the survey. QR codes linked to the survey were posted at event exits, and email invitations were sent to ticket purchasers after attending. As an incentive to complete the survey, consumers were entered into a raffle to win tickets to the 2027 Black Tie Tailgate.

The survey was open from January 31 – February 23. A total of 1,162 responses were collected.





THANK YOU

SAVE THE DATES

2027 PHILADELPHIA AUTO SHOW • JANUARY 16-24 • PA CONVENTION CENTER

QUESTIONS?

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