MEDIA RELEASE

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Philadelphia Auto Show Introduces New Interactive Digital Buyer's Guide, Enhancing the Vehicle Browsing Experience

East Norriton, PA – November 9, 2026 – The Philadelphia Auto Show is taking the vehicle browsing experience beyond the show floor with the launch of its new interactive digital Buyer's Guide. As the perfect complement to the traditional, printed guide distributed onsite, the new digital experience allows consumers to search, sort and filter vehicles based on price, category and brand. Whether shoppers are researching their next family SUV, comparing sedans, exploring electric vehicles or simply browsing the latest models, the enhanced platform makes it easier to narrow down options and find vehicles that fit their needs, interests and budgets.

"There's nothing quite like experiencing a vehicle in person," said Mike Gempp, president of the Auto Dealers Association of Greater Philadelphia, which produces the Philadelphia Auto Show. "At the show, consumers can get behind the wheel, explore the features, see how a vehicle fits their lifestyle and compare different options firsthand. Now, with our new interactive Buyer's Guide, they can take that experience home with them, revisit their favorites and continue comparing vehicles easily by whatever matters most to them. It's the best of both worlds — experience it in person, then explore it all online."

The digital Buyer's Guide is part of the Philadelphia Auto Show's continued commitment to connecting consumers with the automotive industry and creating valuable resources that help them "Find What Fits" best. The guide will be accessible to all members of the public following the 2027 Philadelphia Auto Show via phillyautoshow.com.

About the 2027 Philadelphia Auto Show: The 2027 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 16-24. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children's Hospital of Philadelphia will take place on Friday, January 15. For tickets and more details, visit phillyautoshow.com. *Please note – information in this release is subject to change.

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