

2024 Electric Vehicle Opportunities at the Twin Cities Auto Show

Be a part of the Midwest's largest franchised dealer electric vehicle display



AUTOMOTIVE INNOVATION

March 30 - April 7, 2024
MINNEAPOLIS CONVENTION CENTER



The Twin Cities Auto Show is where Intenders go to Understand Electric Vehicles

The Twin Cities Auto Show's Electric Vehicle Neighborhood will be **TWO TIMES BIGGER** than ever before

ATTENDEES WILL EXPERIENCE:

- Vehicles and options
- Test Drives
- EV owners and enthusiasts who share their passion for EVs

ATTENDEES WILL LEARN:

- How to charge at home

- MN Auto Dealers Expert on navigating the purchase process and rebates
- Xcel Energy, the regions largest Electric Utility

- How to charge on the road
- The costs of owning an EV



Vehicle from the 2023 Electric Vehicle Neighborhood Display Line-up

Xcel Energy Garage demonstrates the ease of charging at your home.

18% of attendees who test-drove an EV had never experienced one

Over 4,200 EV test drives were taken at the Show in 2023



Minneapolis Mayor Jacob Frey test drives an Electric Vehicle at the 2023 Show.



ELECTRIC VEHICLE NEIGHBORHOOD

Powered by



Get Involved in the **LARGEST** franchised dealers electric vehicle activation!

1. Electric Vehicle Ride and Drive – \$16,500

- A turn-key experience. You provide the vehicles and a list of talking points. Professional drivers will ride along and talk about range and vehicle capabilities. They won't sell or compare.
- We provide the leads of everyone who test drives your vehicle.

2. Display vehicles in the Electric Vehicle Neighborhood

- \$750 / vehicle for brands with a Main Floor display
- \$1,350 / vehicle for brands without a Main Floor display.
- *Minimum of 3 vehicles required.*

3. Video production with EV Spokesperson - No Charge

- Professional video produced with the Twin Cities Auto Show's EV Spokesperson and local celebrity, Paul Douglas.

4. EV Talk – No Charge

- Get involved in a panel discussion in front of a live audience that will educate and inform consumers about Electric Vehicles and ownership.
- Moderated by the Twin Cities Auto Show EV Spokesperson.

5. Electric Neighborhood Vendor Space - \$2,000 per 100 sq

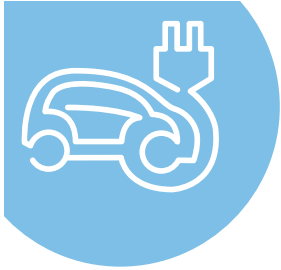
- Be a part of the innovation, action and excitement. Attendees won't miss your display in this popular location.

6. Electric Avenue - \$7,000

- A secure location on the main floor to test and experience e-bikes, e-scooters, e-skateboards and other electric product
- Includes up to 3 product types on the track and a 10' x 10' display space



EV Talk



Xcel Energy[®] **DRIVE ELECTRIC EXPERIENCE**

**Sign up
today!**

Multi-Brand Electric Test Drive at the 2024 Twin Cities Auto Show

Why Participate in this Test Drive

For many manufacturers and attendees, Test Drives are considered the most effective and beneficial tool at an auto show and in selling vehicles. With long show hours over 10 days, a Test Drive can be expensive to operate. The Twin Cities Auto Show has partnered with Xcel Energy and the Gary Curtis Driving Experience to offer your brand the opportunity to put buyers in Electric Vehicles.

Safe, Quality Test Drives

The Twin Cities Auto Show has hired a professional driving organization, Gary Curtis Driving Experience, to:

- Provide a safe test drive experience.
- Only discuss manufacturer or dealer provided points of interest about the electric vehicle.

EV Learning Materials and Session

Training and information will help the professional drivers learn your vehicle's features and the talking points you want discussed during the Test Drive.

A deck of information (5 - 10 pages). Deck must be provided by March 15, 2024.

Charging Stations and Electricity

Charging stations and electric fees are included in the price of the Drive Electric Experience.

If needed, you are responsible for bringing an adapter for your vehicle.

Onsight Signage and Buyer's Guide

The Electric Test Drive will be promoted in a full-page ad and throughout the Buyer's Guide, which is given to event attendees at the gate entrance. Signage will be in various locations around the show.

Registration

The Electric Test Drive fee includes registration. Registration will include a waiver and a breathalyzer test.

Post Event Information

You will be provided the attendees first and last name, email and zip code for all attendees who drive your vehicle(s).

Contact Mary Today!

Mary Velline
mary@mada.org or 651-789-2943

Electric Test Drive at the 2020 Twin Cities Auto Show

About Xcel Energy

Xcel Energy provides the energy that powers millions of homes and businesses across eight Western and Midwestern states. Headquartered in Minneapolis, the company is an industry leader in responsibly reducing carbon emissions and producing and delivering clean energy solutions from a variety of renewable sources at competitive prices. Xcel Energy's ambitious electric vehicle plans are part of the company's long-term clean energy strategy. They support the automotive industry by sponsoring events like this to show consumers how EVs will fit into their daily lives. EVs present an opportunity to build on the company's plans to reduce carbon emissions by 80% by 2030 while benefiting customers, helping them save money and reduce their carbon footprint.

More information about Xcel Energy can be found at <https://www.xcelenergy.com/>.



About the Gary Curtis Driving Experience

There exists a special place within the soul of every automotive customer that can best be accessed by providing a palpable and unforgettable real-world experience. Creating a unique and lasting impression in the mind of customers increases brand awareness, image and loyalty, which leads to an increase in sales. Creating this synergy is absolutely vital to a successful and overall branding strategy that will continue to provide benefits for years to come. This team of professional performance driving instructors provide automotive customers with the unique opportunity to get behind the wheel of new vehicles, allowing them to bear witness to what vehicles truly feel like.

The Gary Curtis Driving Experience has provided performance driving services to the world's top automotive brands for well over 30 years. With an unparalleled commitment to excellence and a lifetime of experience in performance driving, the Gary Curtis Driving Experience's huge staff of professional performance driving instructors showcase and create unique automotive brand experiences.

The Twin Cities Auto Show works with the Gary Curtis Driving School to establish a unique and lasting impression in the mind of customers. Test Drives conducted by the Gary Curtis Driving School can impact your automotive brand strategy and will provide an important link from showroom floor to point of sale. More information about the Gary Curtis Driving Experience can be found at www.garycurtisde.com

