



MEDIA RELEASE

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Philadelphia Auto Show to Feature Its First-Ever e-Track

--A multi-brand electric vehicle test track will be one of the main features at this year's event--

East Norriton, Pa., February 22, 2022 – The Auto Dealers Association of Greater Philadelphia, owner and producer of the Philadelphia Auto Show, announces details on its first-ever multi-brand electric vehicle test track, named the e-Track.

The 50,000-sq.-ft. e-Track invites all Philadelphia Auto Show guests to ride in select electric vehicles of their choice from Ford, Kia and Volvo through a unique, Philadelphia-themed indoor test track. The purpose of the e-Track is to inform consumers about this growing vehicle segment by providing them a hands-on learning experience like no other.

“The Philadelphia Auto Show has a longstanding tradition of educating area consumers about the latest product to hit the market,” said Kevin Mazzucola, executive director of the Auto Dealers Association of Greater Philadelphia. “The addition of the e-Track is the perfect complement to our already well-established display floor, which has been educating, as well as entertaining, guests for more than a century. It will provide a tangible and visceral experience for consumers that they won’t find anywhere else. We are thrilled to showcase it as one of the main features at this year’s show.”

Specific vehicle models that will be available for test drives at the e-Track include the Ford F-150 Lightning, Ford Mach-E, Kia EV6, Volvo C40 Recharge and Volvo XC40 Recharge.

Additional details about this year’s Philadelphia Auto Show can be found on phillyautoshow.com. The event parks at the Pennsylvania Convention Center March 5th – 13th.

About the ADAGP and Auto Dealers Caring for Kids Foundation

The Auto Dealers Association of Greater Philadelphia (ADAGP), established in 1904, is the oldest association of its kind in the nation. Comprised of 180 franchised new car and truck dealers throughout the five-county Philadelphia area, the Association owns and produces the Philadelphia Auto Show. The Auto Dealers CARing for Kids Foundation is the philanthropic arm of the ADAGP. It is a 501(c)(3) public charity that aims to enhance and enrich the lives of children in the communities where its dealer members work and live. Since its incorporation in 2003, the Foundation has contributed more than \$16 million to area children’s charities and organizations.

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