



MEDIA RELEASE

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2022 Philly Auto Show Adds Local Flare

--This year's Custom Alley will include 20 personalized vehicles from local residents--

East Norriton, Pa., February 25, 2022 – The Auto Dealers Association of Greater Philadelphia, owner and producer of the Philadelphia Auto Show, announces details on its unique aftermarket-focused hall, named Custom Alley, at this year's event.

"After our guests check out the latest and greatest from today's vehicle manufacturers on our main exhibit floor, they can *refuel and recharge* their inspiration by visiting this year's Custom Alley," said Kevin Mazzucola, executive director of the Auto Dealers Association of Greater Philadelphia.

Custom Alley will showcase the latest trends in aftermarket excitement via a wide range of customized cars, bikes, trucks and more that will be on display thanks to several of the area's most known customization shops.

In addition, even more local flare has been added to this year's Custom Alley by welcoming approximately 20 individuals who will proudly display their own personalized rides. Local consumers were invited to submit an application, along with photographs, of their vehicle to the Philly Auto Show team for consideration to be included in this first-ever feature. Twenty lucky individuals were able to claim a spot and will have their vehicle on display at this year's event.

"Our event has always been about educating and entertaining the people of Philadelphia and this year's Custom Alley takes things one step further," added Mazzucola. "We are not only inspiring people but also celebrating the excitement they have for their beloved rides. It's just another reason why there is *Nothing Like The Auto Show.*"

The 2022 Philadelphia Auto Show parks at the Pennsylvania Convention Center March 5th-13th. Visit phillyautoshow.com for more details.

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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