

26th Annual



MICHIGAN
INTERNATIONAL
AUTO
SHOW

PRESENTING
SPONSOR

GENTEX
CORPORATION

HOSTED BY



GRNCDA
GRAND RAPIDS NEW CAR DEALERS ASSOCIATION

O F F I C I A L S H O W P R O G R A M

WHAT MOVES YOU



 **FOX MOTORS**

45

LOCATIONS

49

BRANDS

2K

EMPLOYEES

1

FAMILY

SHOP AT **FOXMOTORS.COM**

WELCOME

Welcome to the 2024 Michigan International Auto Show!

The Grand Rapids New Car Dealers Association is excited to return to DeVos Place and showcase the finest makes and models for the 26th Annual Michigan International Auto Show!

Recognized as one of the state's premier annual events, and the only winter auto show currently in Michigan, this show highlights the latest in technology, engineering, mobility, speed and style when it comes to trucks, SUVs, crossovers, electrics, hybrids, performance and luxury vehicles.

We kicked off the Auto Show with the 25th Annual Charity Spectacular supporting the **Corewell Health Helen DeVos Children's Hospital Foundation**. We are proud to partner in support of this incredible preview of the Auto Show and thank all the donors who make the event such a success every year. We want to thank Gentex, Auto-Wares, Lacks Enterprises Inc., and Horizon Bank for sponsoring this year.

We are happy to welcome back Gentex as the presenting sponsor of the Auto Show. Stop by their space in the Grand Gallery to see the Gentex massive, heavily-modified Chevrolet Silverado Trail Boss (2LT). Sitting atop the truck's custom Mule Sam roof rack is a DJI Matrice 300 RTK drone for scouting the surrounding terrain. The truck is paired with a companion Vorsheer XOC (Extreme Overland Camper) featuring the same overland theme and matching wrap. It comes loaded with every outdoor adventure necessity, including a heater and air conditioning, propane stove, sink, fridge/ freezer, rooftop tent, and more.

The Electric Avenue returns, highlighting how electric vehicles have evolved over the years and showcasing the models of electric transportation available now. We welcome back the Michigan Auto Salon, the Midwest's only true Automotive Salon experience, featuring an exclusive lineup of exotics, supercars, high-performance, and specialty vehicles. The Michigan Auto Salon is a gathering point for automotive enthusiasts, owners, and connoisseurs alike.

Several other favorites are back including the Kids "Ride and Drive" track sponsored by PADNOS, the SAE college and university build displays, the Label Motorsports custom vehicle displays, and the Subaru Loves Pets adoption event. Try your hand at winning \$1,000 if you can correctly guess the make, model, and year of the crushed car in the PADNOS space. Also returning to the Grand Gallery is the Gilmore Car Museum. This year they are featuring several vehicles that have never been seen before at their Museum OR at the Auto Show.

This show allows everyone to experience the latest in new technology, connectivity, creativity, and design. It is the greatest opportunity to shop for your next car, view the hottest new vehicles, and check out soon-to-be-released models -- all in one place.

The Board of Directors and membership of the Grand Rapids New Car Dealers Association thank you for your continued support over the past 26 years as we bring the Auto Show to you. Please enjoy the show and visit your Grand Rapids area auto dealers to discover **what moves you!**

Sincerely,



George Sharpe Jr., President
Grand Rapids New Car Dealers Association



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FEATURE SPONSORS



HOSTING SPONSOR



MEDIA SPONSORS



SHOW FEATURES

GENTEX

Be sure to check out presenting sponsor, Gentex's massive, heavily-modified Chevrolet Silverado Trail Boss (2LT). Sitting atop the truck's custom Mule Sam roof rack is a DJI Matrice 300 RTK drone for scouting the surrounding terrain. The truck is paired with a companion Vorsheer XOC (Extreme Overland Camper) featuring the same overland theme and matching wrap. It comes loaded with every outdoor adventure necessity, including a heater and air conditioning, propane stove, sink, fridge/freezer, rooftop tent, and more.



PUT IT IN BARK

Visit the Subaru Loves Pets exhibit and consider adopting a new furry friend. Subaru believes all pets deserve a loving home. Through their Subaru Loves Pets® initiative, Subaru and our retailers have been committed to improving the lives of as many shelter animals as possible. Those not looking to adopt today are invited to make a donation to help pets in the community. All donations and proceeds to their exhibit will go directly to the animals in their partner shelters. To learn more information about the #SubaruLovesPets initiative, visit <https://www.subaru.com/makeadogsday>



MICHIGAN AUTO SALON

The Midwest's only true Automotive Salon experience, featuring an exclusive lineup of Exotics, Supercars, High-Performance, and Specialty vehicles. The Michigan Auto Salon is a gathering point for automotive enthusiasts, owners, and connoisseurs alike.



NEVER DISPLAYED BEFORE

The Gilmore Car Museum opened to the public in 1966 with thirty-five cars and has grown to become North America's Largest Auto Museum with more than 600 cars today. For the past 20 years, the non-profit museum has displayed 10-12 historic vehicles at the Michigan International Auto Show. It may surprise you that the museum relies solely on the generosity of donors who freely give their vehicles to the collection. This year they are showcasing some recent donations that have never been displayed here or at the museum before.

Let the kids take the wheel at the Kids Ride and Drive! Kids can take a joyride and drive around the PADNOS tire-lined track.

sponsored by



⚡⚡CTRIC AVENUE

CHARGE IT UP

Head over to the Electric Avenue at the river end of Hall C to see electric vehicles old and new. View electrics and hybrids from several different brands and learn about their motors, batteries, mileage, output, and special features.



Scan to view the full list of Show features on our website!

GRAND RAPIDS NEW CAR DEALERS ASSOCIATION MEMBERS

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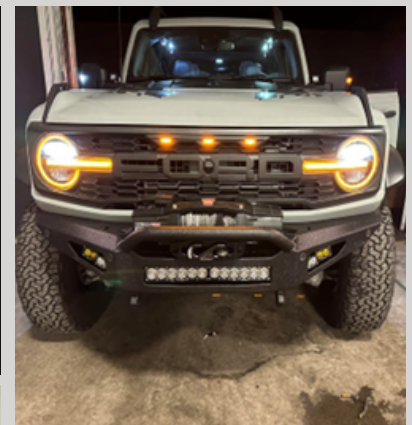
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DeVos Place, Grand Rapids
February 1-4, 2024

ADMISSION PRICES *Single Day*

Adults (14+) \$12
Children (6-14) \$5
5 & Under FREE

SHOW HOURS

Thursday February 1 11am-9pm
Friday February 2 11am-9pm
Saturday February 3 10am-9pm
Sunday February 4 10am-5pm

STAY CONNECTED

@grautoshow



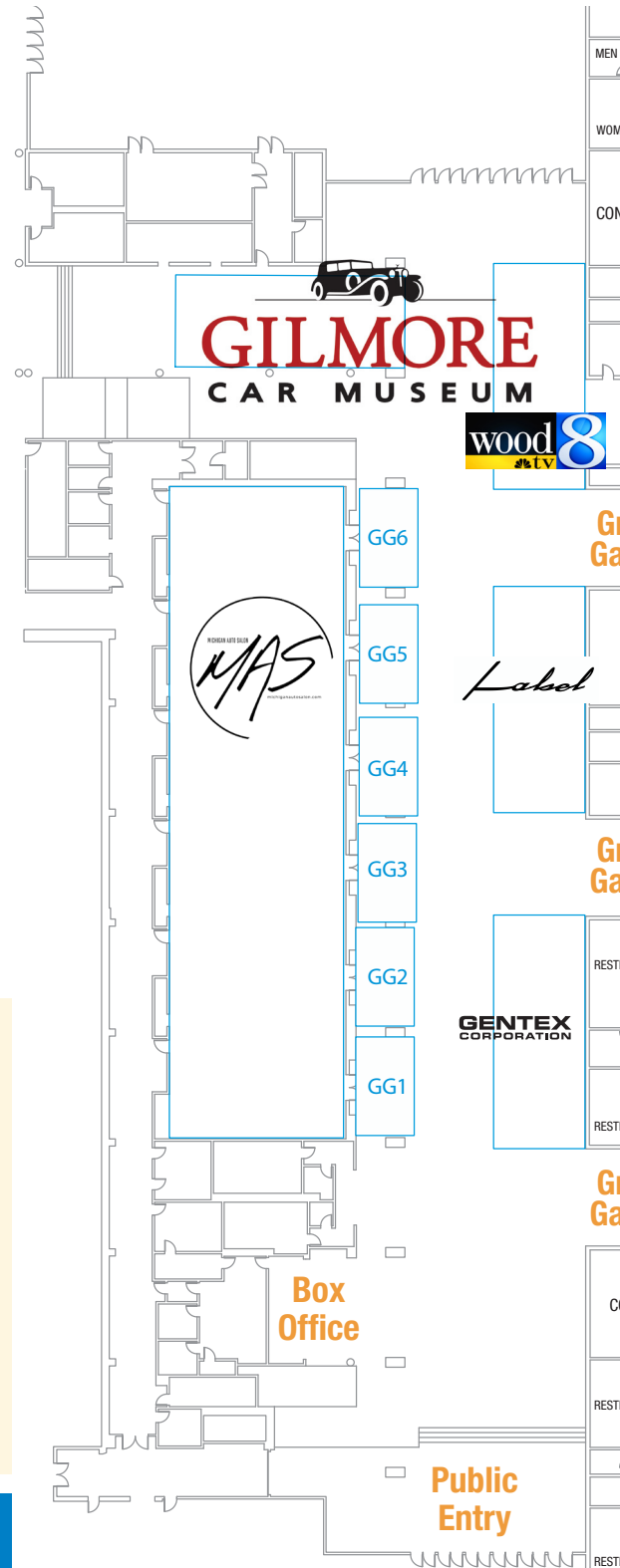
WIN \$1,000!

in the Car Enthusiast Challenge!

All show attendees are invited to identify the make, model, and year of a vehicle by sight. The catch? The vehicle has been compacted into a 4x4x4 foot cube! Come see the display in Exhibit Hall C of the Auto Show and enter your guess. The person who guesses correctly will WIN \$1000, courtesy of PADNOS. Each show attendee only gets one chance to guess the correct make, model, and year of the car. If there is a tie, the closest guess on the weight of the vehicle wins.

BOOTH EXHIBITORS

COMPANY	BOOTH #	COMPANY	BOOTH #
Affordable Limousine & Party Bus	580	Leaf Home Water Solutions	28
Consumers Energy	100	Leaffilter North	29
Convenient Tire and Hitch	30	Nothing Bundt Cakes	23
Executive Motorsports	490	Nut Shell; The	24
Extreme Graffix	545	Precision Metal Forming Association	540
Farm Bureau Insurance	22	Renewal By Andersen of Greater Michigan	21
Fortress Floors of Michigan	280	Security Benefits Center	25
Frick'n Good Cookies	26	Society of Automotive Engineers	585, 590
Garage Rescue	20	T-Mobile	285
J's Towing	560	Tsunami Ceramic Coating	290



⚡⚡CTRIC AVENUE

590

SAE
INTERNATIONAL

RESTROOM

RESTROOM

585

580

571

570

RESTROOM

565



RESTROOM

490

RESTROOM



290

285

280



RESTROOM

CHRYSLER



DODGE

Jeep



PMA

545

CRUSHED



560



PUT IT IN DRIVE
KIDS AREA



TOYOTA



SUBARU



mazda



Cadillac



LEXUS



ACURA



LINCOLN



Audi



INFINITI

SUPER
CARS

100

AUTO IMAGE



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and take a quick survey
to help us improve the show.

26th Annual Michigan International Auto Show
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Model T

Driving Experience

Summer 2024

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SUPERCARS
NOW



Coming Spring 2024

Pack up the kids.
The wagons are rolling in!

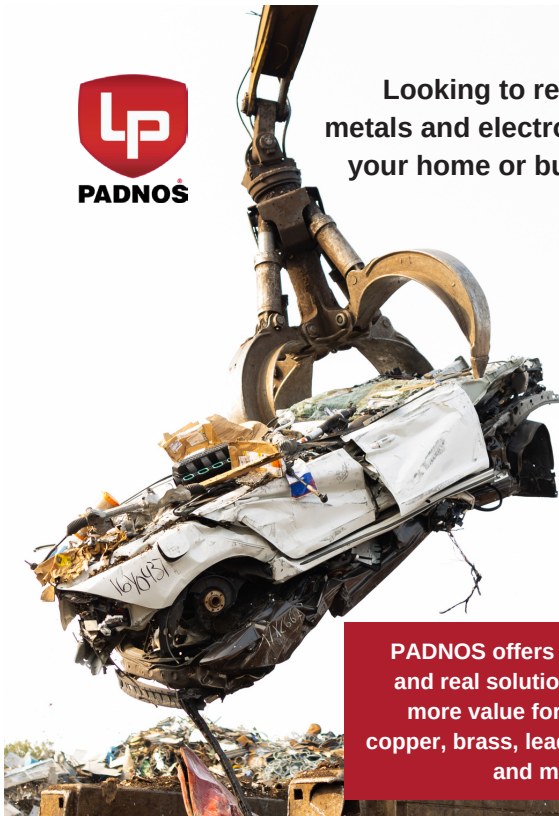


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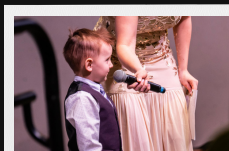
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25

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GENTEX
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GENTEX IS HIRING

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ABOUT GENTEX

Gentex Corporation is a global technology company that develops, designs, and manufactures products for the automotive, aerospace and fire protection industries.

We have production jobs available at our Zeeland manufacturing campus, and engineering job available in our new Grand Rapids Tech Hub.

GRAND RAPIDS TECH HUB

Located in the heart of downtown Grand Rapids, the Gentex Technology Hub is a workspace for engineering and software technologists to support the company's growing business and expanding product portfolio.

Apply online at gentex.com/gr



ATTENTION MAINTENANCE TECHS!

Gentex is seeking Maintenance Technicians for its manufacturing facilities. If you have experience with electrical and mechanical systems, we want to talk to you. Plus, Gentex provides an apprenticeship program!

WALK-IN INTERVIEWS

**Hablamos Espanol*

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8 a.m. to 5 p.m.
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