

NEWS RELEASE



FOR IMMEDIATE RELEASE

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CLEVELAND AUTO SHOW NAMES ACURA TL "2009 OFFICIAL CAR OF THE YEAR"

Win a Brand New 2009 Acura TL at the Cleveland Auto Show

Cleveland, OH – Visitors to the Auto Show will enter a new automotive era of innovation and technology. It's the next generation of hybrids, advanced fuel cells, and electric plug-ins – a showcase of what's new and what's next. One vehicle featured in this year's show, the Acura TL, has been named Official Car of the 2009 Cleveland Auto Show.

All show attendees can enter to win this award-winning car touted as the most powerful Acura ever built. It received the Insurance Institute for Highway Safety's "Top Pick for 2009," and offers a combined EPA rating of 21 mpg. The retail value is approximately \$35,000!

Auto Show 2009 Chairman and owner of Motorcars Acura-Volvo, Dick Marcellino says, "We are thrilled to be awarded Official Car of the 2009 Cleveland Auto Show. We are confident the 2009 Acura TL will impress show goers with this sixth-generation TL that serves up performance in an audacious new look. And someone will win this fabulous car at the Cleveland Auto Show!"

Show attendees can enter to win the new 2009 Acura TL at the I-X Center, February 28 – March 8. Ten daily finalists will be chosen, but only one lucky winner will have the key that unlocks the door. The Grande Finale will be held on the final day of the Auto Show, Sunday, March 8th at 5:00pm.

Following the Official Car giveaway, the remaining nine finalists will have an opportunity to win one year of natural gas for their home or business, provided by IGS Energy – a \$2,000 value.

Entries can also be mailed to: Auto Show Official Car Giveaway, 10100 Brecksville Road, Brecksville, Ohio 44141. Mail-in entries must include name, address, phone numbers, email address, and age. You must be at least 21 years of age to enter. Additional contest details are available at www.clevelandautoshow.com, or by calling toll free 1-866-291-1415.

\$2 Off Auto Show coupons are available at over 300 Northern Ohio new-vehicle dealerships (while supplies last). The discount coupons can be redeemed at the Auto Show Box Office toward all regular admissions during show hours. The list of Northern Ohio new-vehicle dealerships can be found online at www.clevelandautoshow.com.

Parking is free. And, all paid box office ticket holders receive a free souvenir program – a \$5 value.

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The Show is open to the public February 28 – March 8. Tickets are \$12 for adults, \$10 for Seniors and \$10 for pre-teens. Children 6 and under are free. Tickets are available online at www.clevelandautoshow.com. Hours of operation are Friday & Saturdays 11am to 11pm; Sundays 11:00am to 8:00pm and Monday through Thursday 12:00pm to 10pm.

The Auto Show's toll free information hotline is 1-866-291-1415. General Show information is also available online at www.clevelandautoshow.com.

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