

# AUTOMOBILITY

November 18-27, Los Angeles Convention Center

## Los Angeles International Auto Show

### The BEST Traffic Jam in LA

by John Miller & Doug Waters

Images by ML1 Media / Lee Lichtenstein

If you drive any one of LA's freeways these days, you'll notice a lot 'green' vehicles surrounding you – hybrids, pure electrics, even natural gas powered fill the HOV lanes. Los Angeles is the biggest market in the US for eco-friendly vehicles, and while this isn't lost on exhibitors at the Los Angeles International Auto Show, there's always a significant display of performance and power (not forgetting that Southern California is the biggest US market for Porsche *and* Ferrari).

This year, the 109th edition of the LA Auto Show introduces AutoMobility LA – the combined evolution of the Connected Car Expo and the LA Auto Show. The 2016 edition brings a number of new hybrid and EV production and concept cars mixed with ground pounding muscle-cars and imported mod-ed out customs and technology that currently inspires equal parts excitement and fear: self-driving vehicles.



Show attendees are invited to sit inside and get the feel of nearly every new vehicle making its appearance this year in dealer showrooms and can even take a short ride in a self-driving vehicle. High-lights of the 50-plus world and North American debuts of new and concept vehicles on display at the Los Angeles Convention Center include the new Porsche Panamera, the Mercedes-Benz AMG GT Roadster, and the 2017 Nissan Rogue: Rogue One Star Wars Limited Edition. Other debuts include the turbocharged Civic Si from Honda, the new Land Rover Discovery and the Smart ForTwo Electric Drive convertible.



With an emphasis on the Green scene, the LA Auto Show gives show-goers the opportunity to get up close to hybrid-electric vehicles in or entering production. Five vehicles at the show have been nominated for Green Car Journal's 2016 Green Car of the Year, including the BMW 330e, the Chevrolet Bolt, the Chrysler Pacifica, Kia Optima, and Toyota's newest Prius variant, the Prime.

Also for the 2016 show, "GO", an all-new destination on the show floor dedicated to featuring the latest technology devices emphasizing pure electric vehicles. On display for media and industry professionals during AutoMobility LA™ (November 14-17) and to the general public during the LA Auto Show (November 18-27),



Self-Driving Kia at the LA Auto Show

GO will be available for people to explore the next big things in mobility.

Located in the South Hall Atrium, GO features the latest smart mobility devices, ride-ons and technology including electric scooters, bikes and mobility apps, GO features activities, demos and giveaways from exhibiting companies including:

- abc Mobility: offering demos of recreational mobility scooters;
- CycleBoard: showing the world's most versatile stand-up electric vehicle, the company will display four custom CycleBoards;
- DYNABike: will feature three electric bikes and two new electric scooters made with a carbon fiber body;
- Ford: showing new mobility solutions such as Ford's GoBike – a bike share solution;
- Toyota: will showcase the Toyota i-Road, a new concept in urban mobility that combines the potential of both cars and motorbikes;
- Yamaha: will show its PWseries e-Bike System and JWX-2 electric assist unit for wheelchairs.

Southern California also means tuners and aftermarket customizers will have a big presence at the show. The Garage, powered by Prestone® (located in Kentia Hall) is *THE* place for looking at all of the products and concepts to personalize a car, truck, motorcycle, scooter, or anything else with wheels. The Garage, with more than 60 exhibitors will feature everything from customized rides to go-karts, vintage electric cars to water craft – even cotton candy art and virtual reality goggles. Also new this year, The Garage will include the Girls' Garage, where YouTube star Jessicann will host car care and maintenance tutorials tailored specifically for women.

*The LA Auto Show is being held November 18-27 at the Los Angeles Convention Center, 1201 S. Figueroa Street. General admission tickets are \$12 for tickets valid Monday through Thursday, and \$15 for tickets valid any day.*

*To receive the latest show news and information, follow the show on Twitter at [twitter.com/LAAutoShow](https://twitter.com/LAAutoShow), visit the Facebook page at [facebook.com/LosAngelesAutoShow](https://facebook.com/LosAngelesAutoShow), or sign up for email alerts at [www.LAAutoShow.com](http://www.LAAutoShow.com).*

A vertical grid of 12 small, identical-looking promotional cards for the LA Auto Show. Each card features a small image of a car, a list of specifications or features, and a blue button labeled 'GO'. The cards are arranged in a column, with a green horizontal line separating each one. A large red watermark reading 'Reprinted with Permission' is overlaid diagonally across the entire grid.