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A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



New York Auto Show Breaks Records!

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The New York International Auto Show shattered its own attendance records with more than 1 million visitors to the 10-day event in April, event officials said. The show experienced the largest public attendance on record since it first began more than a century ago, officials said. With more significant vehicle debuts than ever before – and a 10% increase in media attendance – organizers said the Auto Show is expected to generate \$300 million in economic activity, a remarkable feat by any measure.

This was the first Auto Show following the full completion of the Javits Center's historic renovation, including a giant glass façade, new flooring, new food courts and a new technology system.

"The energy and enthusiasm at this year's Auto Show was simply unprecedented," said Alan Steel, President and CEO of the New York Convention Center Operating Corporation, which manages the Javits Center. "With thousands of visitors pouring into the Javits Center each day, they were able to see the best of the automotive industry and the best of the Javits Center – which means generating more economic activity and business opportunities for New Yorkers."

Global executives of manufacturers visited the Javits Center to unveil their team's latest creations in front of thousands of reporters and photographers – from Ford Motor Company CEO Mark Fields launching the Lincoln Continental Concept to Renault-Nissan CEO Carlos Ghosn displaying the all-new Nissan Maxima for the first time anywhere. Other debuts included vehicles from Cadillac, Chevrolet, Honda, Hyundai, Infiniti, Jaguar, Kia, Land Rover, Lexus, Lincoln, Mercedes-Benz, McLaren,

Mitsubishi, Porsche, Rolls-Royce, Scion, smart, Subaru, Toyota and Volkswagen.

“New York is well known as the media capital of the world, and that’s why we serve as the perfect launching pad for the automotive industry’s latest ideas and innovations,” said Senior Vice President and Chief Communications Officer Tony Sclafani. “The Javits Center is where the future comes to debut.”



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