

# TOP TEN REASONS

WASHINGTON, DC  
AUTO SHOW



January 19–28, 2024

TO BE IN THE WASHINGTON, D.C. AUTO SHOW

10

## ATTENDANCE IS GROWING

With a **107% year-over-year attendance increase** compared to 2022, the DC Auto Show is trending back up following the pandemic.



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## GET A RETURN ON YOUR INVESTMENT

Manufacturers reported an influx of “true” shoppers, as well as an increase in lead expectations from the 2023 show.

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## YOUR BUYERS ARE HERE

73% of 2023 attendees intend to purchase a new car or truck in the next 12 months.

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## TIME IS MONEY

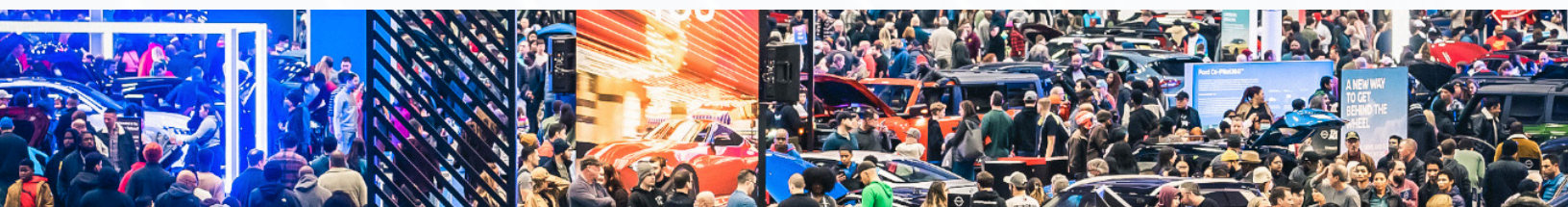
The average visitor spent 5 hours and 32 minutes at the 2023 show as they compared models for their next purchase.



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## CONNECT WITH AFFLUENT BUYERS

37% of 2023 attendees have a household income in excess of \$150,000 and 15% of those in attendance have a household income in excess of \$200,000.



# 5

## GET IN FRONT OF MILLIONS

With nearly 10 million residents, the Washington, D.C.-Baltimore Metro Area is one of the most affluent markets in the country and is now the 3rd largest in the United States.



# 4

## MODIFIED PROGRAMMING

Show programming focuses on heightened consumer experience with interactive experiences and the latest trends in industry technology.

# 3

## LOCAL & NATIONAL COVERAGE

Over 350 members of the media covered the 2023 DC Auto Show with more than 45 recorded and live television appearances and over 1,110 in editorial mentions.

# 2

## WE SHAPE LEGISLATION

Lawmakers that shape our automotive industry are regular visitors to the DC Auto Show. The 2023 show welcomed two senior Biden Administration officials, Energy Secretary Jennifer Granholm and White House Climate Advisor Ali Zaidi.



# 1

## AUTO SHOWS SELL CARS

Ticket sales were up in 2023, demonstrating consumers are paying to visit the show floor to see and experience your cars!

# Ready to exhibit with us in 2024?

Please contact our Show Director: Chris Daniel at [cd@wanada.org](mailto:cd@wanada.org)