



Niagara Frontier Automobile Dealers

FOR IMMEDIATE RELEASE

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LOVE IS IN THE AIR AT THE 2010 BUFFALO AUTO SHOW!

For those who love the automobile, the 2010 Buffalo Auto Show is the perfect place to “Reignite Your Passion”. While times, they have been a changing; your Niagara Frontier Auto Dealers are up to the challenge. Just about every new car you have read or heard about, will be here. Some planned vehicles and special events have been so-o-o secret, that this writer was threatened with expulsion from the Auto World if divulged. Suffices to say, some of you may be thrilled beyond belief.

Of some of the preproduction vehicles and those talked about in recent automotive press, this can be revealed. Inspired by the Essence concept, the 2011 Infiniti M35/M45 will give you a rush. And, the 2011 Jaguar XJ is stunning. The new Chevrolet Camaro is a sexy all-American machine. The all-new Ford Transit Connect reminds us of spin around the Champs Elysees. There’s romance in the air at the Buffalo Convention Center.

The 2010 Porsche Panamera is the venue of the Porsche Backseat Makeover, a fun event with prizes to the winning couple, sponsored by 97 Rock. The Porsche Tailgate Experience brought to you by WEDG and Coors Light promises to reward Buffalo’s best tailgate recipes.

Talk about having a “crush” on a car, one of the 'Cash for Clunkers' cars has been crushed to become a star attraction at the Buffalo Auto Show. Metalico Buffalo used a giant compactor to turn the clunker into a compact cube. There will be prizes at stake, as visitors to the auto show will be asked to guess the weight of the clunky cube plus the make and year of the vehicle.

Special vehicles include the unique ‘57 Indy “Novi” replica built for Brock Yates by Babineau Motorworks, an award winning 2010 custom Camaro masterfully created by Mark Abate of Sound Choice, and a sneak preview of the Chevy "Black Widow" Monster Truck.

For the physically challenged, the Main Mobility Room is a must see.

Think you're a hockey Sharpshooter? Throughout the show, qualify for a chance to win the \$10,000 WGR 550 Hockey Shootout by taking 5 shots from fifteen feet. The contest final will be held on Sunday, and is brought to you by Blue Cross, Blue Shield and Miller Lite with proceeds to benefit WNY Girls Varsity Ice Hockey.

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Buffalo Sabres legend, Gil Perreault will make a special appearance Wednesday evening, along with Bandits star, John Tavares and the "Buffalo Bandettes". "The Enforcers" TV show, starring Rob Ray and Ruben Brown will also be recorded Wednesday evening. Patrick Kaleta has a personal appearance scheduled Friday evening in support of his "HITS" Foundation (Helping Individuals To Smile) aiding in new athletic programs for kids. You can become his "Tooth Fairy" by buying a "tooth" at the Regal Cinemas' booth. Friday evening, WECK says, "If your name is Quinn, You're in" to see the new U.B. Football Coach, Jeff Quinn.

Friday through Sunday Dora invites Kids and all "children at heart" to explore the show with her. Surprise appearances by Fisher Price Little People[®] and sports mascots occur Saturday. While you are there with your children do not forget to stop at Wellness Lane and take advantage of the Child ID safety program courtesy of the National Center for Missing & Exploited Children. Area law enforcement professionals will offer a Safe Driving Initiative and demonstrate "The Convincer".

And, before Valentine's Day, visit the Beauty Detail Shop sponsored by Excuria Salon. So many new cars, so many new things to see and do... you'll fall in love all over again.

HOURS

Wednesday through Thursday from 11:00 a.m. to 9:00 p.m., Friday - 11:00 a.m. to 10:00 p.m., Saturday - 10:00 a.m. to 10:00 p.m. and Sunday from 10:00 a.m. to 6:00 p.m. For appearance times and more Show info, see buffaloautoshow.com. Events and times are subject to change without notice.

TICKETS

The Auto Show is a family event and adult ticket prices are \$8.00 at the door. Gate ticket stubs have a special discount offer from Wendy's. Children 5 years and under are free. Presale discount tickets are available at Tops Markets or a "Family Pak" of 4 tickets is available for \$20.00- a savings of \$12.

VALET PARKING EVERY DAY.