



## Auto dealers announce new 2021 LV Auto Show dates: “On the Road Again,” to be held May 12 to 16

By Tom Kwiatek, Executive Director

LEHIGH VALLEY, Pa. - The Lehigh Valley Auto Show will be held Wednesday, May 12, through Sunday, May 16, at Lehigh University's Goodman Campus. The show was originally scheduled March 17 through 21. It was postponed until May by Lehigh University due to the current increase in COVID-19 cases, coupled with restrictions on the university community that will continue through March.

This year's show will be a five-day event. The preview night gala has been eliminated to make room for additional time slots for the public to see the show. The 2021 show will feature over 145,000 square feet of new cars, trucks, SUVs, crossovers, vans and cycles, and will be its 23rd year, due to cancellation of last year's show as a result of COVID-19.

Themed, “On the Road Again,” the show will comply with all state and local COVID-19 guidelines in place at the time. Tickets will be available for purchase online only, and will be for a specific date and time. The tickets will also designate at which of the show's venues attendees will begin to ensure compliance with the maximum amount of people permitted in each venue. Current plans are for that number to be 250, but it will be whatever is allowed by Pennsylvania at the time of the show.

The Greater Lehigh Valley Auto Dealers Association will strive to provide the safest possible environment for attendees. There will be temperature checks at the entrance to every venue provided by Moravian College students attending St. Luke's Hospital School of Nursing.

In partnership with the Volunteer Center of the Lehigh Valley, the Volunteer Center will recruit, train and supervise community and corporate volunteers to staff each entrance to ensure compliance with patron count and regulations. Hand sanitizers will be available at every entrance and exit.

Each vehicle display area will be self-contained, with a single entrance, traffic flow and exit. Volunteers will be assigned to each exhibit to monitor the appropriate amount of patrons permitted. Hand sanitizing stations will be provided in every exhibit space, including the entrance and exit.

A special mask program has been created by the auto dealers, featuring manufacturer logos and dealer websites. While masks will be mandatory to enter and wear throughout the show experience, these special masks will be available at no charge, and only at Lehigh Valley new car dealerships. Participating dealerships will be announced when the masks become available.

On Friday, Saturday and Sunday, the show's mega screens and jumbotron will feature one of these masks on a random rotating basis. If an attendee is wearing the featured mask, that person will win a gift certificate to a local restaurant and be automatically entered into a drawing for a new car. The vehicle winner will be announced at 5 p.m. on the last day of the show and need not be present to win.

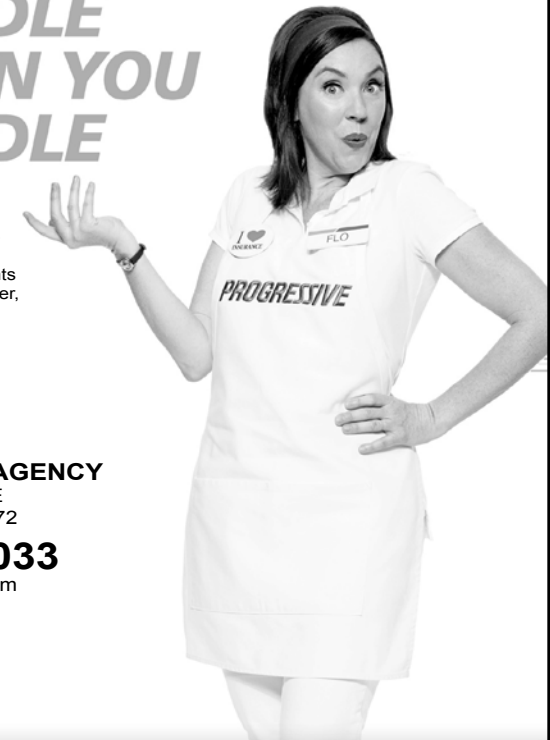
Show hours will be from 4 p.m. to 9 p.m. on Wednesday, May 12. On Thursday, May 13 through Saturday, May 15, the show will be open from 9 a.m. to 9 p.m., and on Sunday, May 16, from 9 a.m. to 6 p.m. Wednesday and Thursday are preview days, with tickets available through Lehigh Valley new car dealerships.

Tickets for Friday through Sunday are \$10 per person for adults, \$7 for seniors fifty-five plus and children six to fourteen years of age. Children five and under are free. A family four-pack may be purchased for \$25.

Tickets must be purchased online and are available at GLVADA.org. No tickets will be sold onsite at the show.

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