



## 2025 Colorado Auto Show Background Information

**WHAT:** The 2025 Colorado Auto Show

**WHERE:** The Colorado Convention Center, 700 14th St, Denver, CO 80202

**WHEN:** Thursday, April 17, 2024 – Sunday, April 20, 2024

### History of the Colorado Auto Show

Known as the Denver Auto Show until this year, the Colorado Auto Show is the third oldest car show in the nation, following the shows in New York in 1900 and Chicago in 1901. Since 1903, the show has entertained and enthralled audiences across the state. The must-attend event features the latest models from major manufacturers, alongside cool exotic vehicles, fuel-efficient electric vehicles, and two test tracks to drive all kinds of cars and trucks.

So why the Colorado Auto Show? The name change reflects the growing influence of the automotive industry across the state of Colorado and the widespread appeal of the auto show to all Coloradans, from the Western Slope to the eastern plains.

The Colorado Auto Show is hosted by the Colorado Automobile Dealers Association (CADA), the trade and industry organization for automotive dealers across Colorado, and the auto show now aligns with its statewide presence.

### Value of the Colorado Auto Show

This is family fun at its most affordable. Tickets are \$16 for adults, \$8 for children under 12, and \$8 for all members of the military. It's less expensive than a trip to the movies (\$64 for a family of four,



not including the popcorn), a visit to Elitch Gardens (around \$240), a Rockies Game (\$76 for The Rooftop; at least \$240 for regular seats).

And it's fun for the whole family – the Boy Scouts will show off their pine-wood derby cars, there are exciting simulators for race cars, and Subaru is bringing some furry friends available for adoption.

### **New This Year**

The Denver Auto Show is held at the Colorado Convention Center and this year is no exception. Expect the latest auto technology and innovations, including two test tracks. The show will feature an EV-focused indoor test track and an outdoor ride-and-drive event on the streets of downtown Denver.

Back this year: Subaru! The unofficial state car of Colorado is back at the show. It's rescue-animal initiative, Subaru Loves Pets, will have puppies available for adoption for those who need a furry friend for adventures.

New this year: Colorado's Boy Scouts will have pine-wood derby cars on display at the show and will hold races throughout the show. Show your kids how the Scouts build and race these special cars!

After several years, Cadillac is returning to the Colorado Auto Show! Their latest models will be on display, and visitors can take them for a spin around the outdoor track!

Don't miss exotic Italian cars on display courtesy of Automezzi Colorado! These hard-to-find luxury and exotic vehicles will be part of the show all four days.



And nothing says Colorado like outdoor adventures. New this year, the Colorado Adventure section features boats, RVs, and kayaks and other ways to experience the outdoors in Colorado.

### **Ticket Purchases**

Purchase tickets at the Colorado Convention Center box office or at <https://colorado.auto/colorado-auto-show>.

### **Promotional Days**

The show offers promotional days for visitors. Discounted tickets are available to seniors on Thursday, April 17, and active-duty military can enjoy half-price tickets any day of the show.

### **Vehicles Featured in the Show**

The event will feature over 25 exhibits from premier automotive brands, including Toyota, Lexus, Subaru, Hyundai, Ford, Ineos, Polestar, Mercedes Benz, Bentley, Lotus, Porsche, Audi, Maserati, Mazda, Kia, Cadillac, Chevrolet, Buick, GMC, Honda, Acura, Nissan, and Stellantis (Chrysler, Dodge, Jeep, Ram, Fiat, Alfa Romeo). Automezzi Colorado will have Italian luxury cars, as well.

### **Auto Show Activities**

The 2025 Denver Auto Show includes an indoor and outdoor test tracks and numerous exhibits to delight car enthusiasts, of all ages. Try out the racing simulator or watch pine wood derby cars compete with the Boy Scouts. For the adults, view the latest models from major manufacturers, test drive dream cars without high-pressure sales techniques, and explore the Colorado Adventure section to plan your next Colorado vacation.

### **Electric Vehicle Highlights**

14<sup>TH</sup> STREET

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**AUTO SHOW**

**Driving Fun**

April 17-20

Colorado Convention Center

BUY TICKETS AT AXS.COM

Experience interactive exhibits

A young girl in a striped shirt and a man with glasses are both making surprised faces, holding up red sunglasses.

Again, this year, the show will have an indoor test track for electric vehicles (EVs). Drivers can test out fuel friendly models of all kinds.

### Overview of the Automotive Industry in Colorado

Colorado's automotive sector by the numbers:

- 120,700 jobs
- \$21.2 billion in new vehicle sales
- 5.45 million registered vehicles
- \$749 million in state tax revenue
- 3.1 percent of the state's employment
- \$8.27 billion annual labor income

### Trends

The vehicle mix in Colorado skews heavily toward trucks and SUVs. Of all the vehicles on the road, 43 percent are SUVs or crossovers, and 22 percent are pickups, compared to 27 percent traditional passenger cars.

The average vehicle in Colorado is 13.1 years old, higher than the U.S. average of 12.2 years.

New vehicle sales in Colorado have been rebounding post-pandemic. Through the first nine months of 2024, new registrations were up 4.4% year-over-year, outpacing the national rate.

Hybrid and plug-in hybrid (PHEV) sales have grown with a combine market share of 15.9% of new vehicles in 2024, up from 12.5% in 2023.



Electric vehicle (EV) adoption in Colorado makes the state one of the nation's frontrunners in EV market share. In the third quarter of 2024, Colorado hit a record high — 25% of all new cars sold were battery electric vehicles.

### **Social Impact of the Colorado Automotive Industry**

Automobile dealerships are highly charitable organizations that strongly support the communities where they are located. A 2020 Economic Impact Study calculated Colorado dealership contributions to philanthropic causes at \$11.4 million. The Colorado Automobile Dealership Association also created the Clear the Air Foundation to help remove older cars that pollute the environment from the roadways. Funds from recycled vehicles provide scholarships to students pursuing automotive technician careers. Upon graduation, those students are hired into local dealerships around the state.

### **About the Colorado Automobile Dealers Association (CADA)**

The Colorado Automobile Dealers Association started as an advocacy organization for auto dealers and their customers. It adopted the Auto Show after its incorporation in 1914. CADA is the voice of the automotive retail industry throughout the state. As the automobile dealer trade association, CADA advocates issues of importance to the auto industry in general, Colorado auto dealers, and Colorado's driving public.

### **Show Sponsors**

Sponsors of the 2025 Colorado Auto Show include Automezzi Colorado, the Colorado Automobile Dealers Association, the Colorado Auto Theft Prevention Authority, the Colorado State Patrol, Colorado Veterans Project, The Denver Gazette, Drive Clean Colorado, Groupon, Lifetime Home Remodeling, Project Sol Flower, Renewal by Andersen, Scouting Colorado, Spot Hero, Verizon and Xcel Energy.

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A young girl in a striped shirt holds up red heart-shaped sunglasses, and a man with glasses looks surprised. The background is a bright yellow.

**Additional Resources:**

<https://www.colorado.auto/>

<https://www.cleartheairfoundation.org/>

<https://colorado.auto/wp-content/uploads/2025/01/2024-Colorado-Auto-Outlook-Q4.pdf>  
[autosinnovate.org](https://autosinnovate.org)