The Cleveland Auto Show runs from Saturday, February 25 through Sunday March 4 at the I-X Center in Cleveland. Tickets are $12.50 for adults and $10.50 for seniors and preteens.

Cleveland, OH (February 24, 2012) — The Cleveland Auto Show, presented by AutoTrader.com, is introducing another unique way of enjoying the show, while allowing consumers to learn about new technology and evaluate vehicles.

The management of the Cleveland Auto Show is offering a self-guided tour of “green” vehicles at multiple displays during the show. Attendees simply scan a QR code located in the Cleveland Auto Show’s Free Auto Show program, with their smartphones, and it initiates the

“Green Tour,” a program that guides consumers throughout the show, offering information on the latest technological developments and vehicles that not only save fuel, but are also environmentally friendly. There will also be signage located throughout the show with the QR code for attendees to scan.

“With the increase in green vehicles and emerging technology arriving on the show floor every year, it became impractical to try to include them all in one display,” said Louis A. Vitantonio, president of the Cleveland Auto Show. “The Green Tour represents the latest in our efforts to enhance the consumer’s auto show experience and help those interested make the most of their time at the show.”

The Cleveland Auto Show was also the first auto show in the country to introduce Ride-N-Drive events where consumers can actually test drive vehicles at the show. A mainstay of auto shows around the country, the Cleveland Auto Show now hosts more branded Ride-N-Drive events than any other auto show in the nation.

On the tour, you’ll see everything from electric only or e-vehicles, to plug-in electric hybrid vehicles, hybrid vehicles, compressed natural gas (CNG) vehicles, clean diesel vehicles and vehicles that use conventional gasoline engines with significant increases in fuel economy.

This year also marks the debut of the Dub Show Tour at the Cleveland Auto Show, featuring some of the world’s hottest custom rides, celebrity cars, new product exhibits, and celebrity

appearances. The Dub Show Tour also has dozens of exhibits, featuring the latest video games and accessories and electronics as well.

While you're at the Show, don't forget to register to win the Official Giveaway Vehicle and Truck of the Show, the 2012 Ford Explorer XLT with EcoBoost™. Simply register to win at the Official Giveaway Vehicle booth.

Each day of the Show, one finalist will be chosen and invited back to the Show on Sunday, March 4, when each finalist will be given a key. The finalists with the key that opens the door of the vehicle takes home the grand prize. One lucky first prize winner will win one year's worth of free gas for the home, courtesy of IGS Energy.

The Cleveland Auto Show runs from Saturday, February 25 through Sunday March 4 at the I-X Center in Cleveland. Tickets are $12.50 for adults and $10.50 for seniors and preteens. Children six and under get in free. Parking is free for the duration of the Show, courtesy of your franchised new motor vehicle dealers.

The Cleveland Auto Show is open Monday through Saturday from 11 a.m. to 10 p.m. Sunday hours are 11 a.m. to 8 p.m. If you would like more information on the Cleveland Auto Show, or if you would like to purchase e-tickets online with no additional charge courtesy of Huntington Bank, head to www.clevelandautoshow.com , and click on "Buy Tickets".

About the Cleveland Auto Show

The Cleveland Auto Show, presented by AutoTrader.com, marks the start of the spring selling season in Northeast Ohio. Featuring concept, pre- production and production vehicles from the world's auto manufacturers, the show is held annually at the I-X Center with nearly 1.2 million square feet of exhibits. The Show also features an array of entertainment including sports celebrity appearances from the Browns, Cavs and OSU and NASCAR. The Cleveland Auto Show is a consumer show and a favorite family tradition since 1903.