



ally®

## NEWS RELEASE

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### **See it. Snap it. Share it. Let's get Social!**

*The Miami International Auto Show is all in with Social Media*

Bringing you more opportunities to interact with the show than ever before, this year's social media programs will have Instagram contests, giveaways, selfies and more – letting you not only experience the show, but also share it with friends, family and followers!

Keep an eye on your phone and follow us on Facebook, Instagram and Twitter because you never know when you'll have a chance to win! Every one of our contests has a prize to win, so be sure to take lots of photos and always share them with our Official Hashtag: **#ILikeThatCar**.

If inspired by the featured Cars Meet Art exhibit by renowned artist Duaiv, make sure to stop by *Ally Auto Alley* and design your own Cars Meet Art creation on touch screen displays. Fun and fresh, your design will automatically be entered into the *Ally Auto Alley* contest for some sweet, swag!

But it doesn't stop there. Throughout the show there are great exhibits to see and share. Take a photo of you and your friends at Topless in Miami where you can see and sit in some of the hottest convertibles around. Stop by Million Dollar Alley to take snaps of Ferraris, Lamborghinis, McLarens and more. Finally, don't forget the off-road Camp Jeep adventure that takes you up steep inclines and over all kinds of rocky terrain right outside the show. Perfect for any Facebook or Instagram post!

This year, we want to see everyone's smiles, car photos and of course, selfies. Just make sure to tag it with **#ILikeThatCar**.

2-2-2/ See it. Snap it. Share it. Let's get Social!

The Auto Show is presented by the South Florida Automobile Dealers Association which comprises more than 190 dealerships in Miami-Dade, Broward, Palm Beach and Monroe counties making it larger than some state-wide auto dealer groups.

For information on the Miami International Auto Show, visit [www.miamiautoshow.net](http://www.miamiautoshow.net).

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### **About South Florida Automobile Dealers Association**

The South Florida Automobile Dealers Association began in 1933 and originally was formed to share marketing opportunities and control costs. Today, the Association comprises more than 190 dealerships in Miami-Dade, Broward, Palm Beach and Monroe counties making it larger than some state-wide auto dealer groups. For more than 40 years, the Association has donated over \$7 million to numerous charities that also include Joe DiMaggio Hospital, YMCA, Alzheimer's Association Sheridan House, Museum of Art, American Cancer Society, Historic Society of Fort Lauderdale, and others.