

AUTOMOTIVE

New York Auto Show, expecting 1M visitors next month, moved to late summer over virus scare

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Lamborghini stand at the 2019 New York Auto Show. Image credit: New York International Auto Show

By LUXURY DAILY NEWS SERVICE

Ongoing health concerns from the coronavirus outbreak in the New York region has forced the rescheduling of the popular annual New York International Auto Show that was expected to attract 1 million visitors to drool over 1,000 new cars and trucks.

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One of the biggest auto shows in the United States, the New York event has been moved to Aug. 28 through Sept. 6, with press days on Aug. 26-27. The show was originally scheduled for April 10-19 at the Jacob K. Javits Convention Center in Manhattan's midtown west district.

"We are taking this extraordinary step to help protect our attendees, exhibitors and all participants from the coronavirus," said Mark Schienberg, president of New York Auto Show owner Greater New York Automobile Dealers Association, in a statement.

"For 120 years, the show must go on' has been heavily embedded in our DNA, and while the decision to move the show dates didn't come easy, our top priority remains with the health and well-being of all those involved in this historic event," he said.

"We have already been in communication with many of our exhibitors and partners and are confident that the new dates for the 2020 show will make for another successful event."

Stalled

The **New York Auto Show** postponement comes two weeks after the Geneva Motor Show was forced to cancel not merely postpone its event only three days before its run.

Cautious after discovering one case of Covid-19 in Switzerland, the Swiss authorities have banned events with more than 1,000 consumers in attendance from taking place Feb. 28 through March 15. That jeopardized the Geneva Motor Show's 90th edition, open to public March 5-15 at Palexpo, with major financial and market-launch ramifications for

all involved.

The **Geneva Motor Show** was expected to attract 600,000 visitors to check out a display of more than 900 cars, including 150-plus European and global world premieres of new models ([see story](#)).



Crowds at the Geneva International Motor Show last year. This year's show was cancelled at the last minute because of the coronavirus outbreak in Switzerland, causing the country's government to ban events of more than 1,000 people Feb. 28 through March 15. Image credit: Geneva International Motor Show

More than \$330 million in economic benefit is attributed to the New York Auto Show. The event contributes to the local and state economies including the thousands of workers who build the show each year, as well as the hospitality and related services industries that depend on it.

The Show also has a direct impact on the hundreds of thousands of consumers who attend the 10-day event and use visit to make decisions on their next vehicle purchase.

"We are pleased with this new solution and would like to thank New York State Governor Andrew M. Cuomo and the Jacob K. Javits Convention Center for accommodating this change of date," the show organizers said. "The show will provide more details in the coming weeks."

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