

AUTOMOTIVE

## New York Auto Show cancels 2021 event, looks to spring 2022

August 4, 2021



The 2019 New York Auto Show. Image credit: NYIAS

By LUXURY DAILY NEWS SERVICE

The New York International Auto Show has canceled its 2021 event due to growing cases of the COVID-19 delta variant.

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The 2021 New York Auto Show was originally scheduled to take place from Aug. 20 to Aug. 29. Organizers are hopeful they will be able to return to its regular spring schedule with an event in April 2022.

"It is with great disappointment that the upcoming 2021 New York International Automobile Show at the Jacob K. Javits Convention Center has been cancelled due to the growing incidences of the Covid-19 Delta variant and the increased measures announced recently by state and local officials to stop its spread," said Mark Schienberg, president of the [New York Auto Show](#), in a [statement](#).

### COVID cancelations

The coronavirus pandemic has forced the cancellation of the NYIAS, which dates to North America's first automotive exhibition in 1900, for two straight years.

In March 2020, organizers initially postponed that year's event to August ([see story](#)) before eventually pushing it to [April 2021](#). By late [October 2020](#), the auto show announced new dates for August 2021.



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

"As custodians of the 121-year-old New York Auto Show, we are committed to providing a safe environment for everyone including attendees, exhibitors, and the thousands of men and women who put the Show together," Mr. Schienberg said in his Aug. 4 statement. "Over the past few weeks, and especially within the last few days, circumstances have changed making it more difficult to create an event at the high standard that we and our clients expect.

"At the onset of planning for the August Show, we were increasingly excited at the prospect of hosting the event as the number of vaccinations in New York continued to climb and mask-wearing reduced the spread in the city," he said. "All signs were positive, and the Show was coming together stronger than ever, but today is a different story."

On Aug. 3, New York announced it will become the first major U.S. city to require proof of COVID-19 vaccination for indoor dining, indoor gyms and indoor concerts and performances, effective Sept. 13. U.S. automakers including Lincoln and Cadillac's parent companies also reinstated mask requirements for workers ([see story](#)).

As recently as Aug. 2, the NYIAS was still promoting ticket sales for this month's event on [Instagram](#).

The 2021 show was expected to have an increased focus on electric vehicles, in line with industry trends.

Lexus, Lincoln and Porsche were among the automakers expected to exhibit at the event. Nearly three-quarters of attendees each year are in the market to purchase a car in the next 12 months, making the event a major marketing opportunity for brands.

The most recent New York International Auto Show took place in April 2019.

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