



## MINNESOTA BROADCASTERS NEW CAR AND TRUCK AWARDS AT THE 51<sup>ST</sup> TWIN CITIES AUTO SHOW

***Winners To Be Announced on Day One of the Show - Saturday, March 30 at 12 p.m.***

Minneapolis (February 6, 2024) --- The 51<sup>st</sup> Annual Twin Cities Auto Show presented by Kwik Trip returns to the Minneapolis Convention Center, March 30 – April 7, 2024. For the second year in a row, a dozen vehicles from EVs to SUVs will be honored with a Minnesota Broadcasters New Car and Truck Award.

All the nearly 300 members of the Minnesota Broadcasters Association are invited to attend the first day of the 2024 Twin Cities Auto Show to explore the hundreds of vehicles on the show floor, take test drives, and then cast their votes.

The 12 award categories include: Electric Vehicle, Hybrid Electric Vehicle, Subcompact & Compact Car, Midsize & Large Car, Luxury Car, Luxury SUV, Full Size Pick-up Truck, Compact/Mid-Size Pickup, Large SUV, Mid-Size SUV, Mini Van & Van, and Best in Show.

Winners will be announced on Saturday, March 30 at 12 p.m. at the Twin Cities Auto Show within the Electric Vehicle Neighborhood sponsored by Xcel Energy.

The **Minnesota Broadcasters Association (MBA)** is a united voice that promotes and advocates for broadcasting by representing the radio and television industry and their related platforms. We provide member stations with a wide variety of services, including advocacy at the state and federal levels, providing legal counsel, and coordinating professional development seminars.

Since 1973, the **Twin Cities Auto Show** has been the place to check out the latest in automotive innovation and this year's event is sure to impress with the latest trends and technology on display. Attendees can compare hundreds of new vehicles in every category - sedans, compacts, SUVs, trucks, EVs, luxury cars - from domestic and imported brands all under one roof without driving to dealerships around town.

The Twin Cities Auto Show is a production of the Greater Metropolitan Automobile Dealers Association (GMADA). GMADA is an organization consisting of more than 130 new car and truck franchised dealers in the Greater Minneapolis and St. Paul area.

For more information, visit [TwinCitiesAutoShow.com](https://TwinCitiesAutoShow.com).

### MEDIA NOTE

A media preview event will be held on Saturday, March 30 from 8 – 10 a.m.  
We hope you can attend to be among the first to check out the Twin Cities Auto Show.

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