

CONVENTION ALERT 2018



Chattanooga Convention &
Visitors Bureau

GROUP MEDIA CONTACT

Group media contact prior to/during event:

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WHO

- Name of association or organization: HOT ROD Power Tour
- Name of convention: 24th Annual HOT ROD Power Tour
- Location of event: Chattanooga State Community College
 - Spectator entry and parking are free. Spectator parking is located off-site at Tennessee River Park, 4301 Amnicola Hwy, Chattanooga, TN 37402. Shuttles will be provided.
- Date(s) of convention: June 10, 2018
- Estimated attendance: Approximately 6,000 vehicles and 100,000 spectators along the 7-city tour
- Economic Impact: \$1,055,700.00
- Website: www.hotrod.com
- Open to public? Yes
- If yes, admission cost & details: Free admission.

BRIEF OVERVIEW OF ORGANIZATION

The HOT ROD Power Tour rolls through the heartland of hot rod culture. It's more than just a traveling car show—it's the largest hot rod road trip in the world. Classic cars and hot rods travel city to city, over 1,300 miles, enjoying the people and stops along the way. The highly anticipated seven-day, seven-city journey is expected to bring together more than 6,000 vehicles and 100,000-plus spectators.

HOT ROD Power Tour welcomes all makes and models of hot rods, street rods, custom trucks, muscle cars, and performance machines of every vintage and nameplate. For many, HOT ROD Power Tour is the ultimate vacation with friends and family. Those who travel from start to finish are considered the "Long Haulers," a title they proudly boast. The 2018 HOT ROD Power Tour anticipates more than 2,500 long-haul vehicles and over 4,000 "Long Haulers" on tour.

UNIQUE STORY ANGLE

The 24th annual HOT ROD Power Tour will bring together thousands of hot rods and spectators from all over the country. This will be the largest hot rod road trip in the world and will feature mobile display rigs from more than 50 performance manufacturers, motorsports celebrities, entertainment, and more.

RESTAURANT OPPORTUNITIES

Convention attendees will be dining at restaurants during the following dates & times:

Sunday, June 10 Lunch and dinner

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