TUNEREVO Tour 2024

AN AUTOMOTIVE SHOWCASE

Ten Cities *Ten Dates* *Ten Venues*

INFLUENCERS **B-BOY CONTESTS** **LIVE PERFORMANCES** **FULLY JUDGED CAR SHOW**

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SOCIAL MEDIA DEMOGRAPHICS_

All numbers calculated as of November 26, 2023. Additional statistics potentially available upon request

FACEBOOK_

GENDER REACH:

MEN: 87.4%

WOMEN: 12.6%

AGE GROUPS:

18-24 11.1%

25-34 50.8%

35-44 27.5%

45-54 8.0%

55+ 2.6%

INSTAGRAM_

GENDER REACH:

MEN: 90.8%

WOMEN: 9.1%

AGE GROUPS:

13-17 1.5%

18-24 26.5%

25-34 46.8%

35-44 18.3%

45-54 4.9%

55+ 1.5%

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WEBSITE DEMOGRAPHICS_

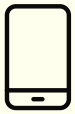
All numbers calculated as of November 26, 2023. Additional statistics potentially available upon request

WEBSITE

TOTAL 2023 WEBSITE VIEWS	170,534
PEAK MONTHLY VIEWS	32,458
2023 TOTAL VISITORS	79,459

TOP 3 SOURCES

GOOGLE SEARCH	48% ^^
DIRECT BROWSE	29% ^^
SOCIAL MEDIA	21% ^^



87% MOBILE

12% DESKTOP

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VEHICLE DEMOGRAPHICS_

All numbers calculated as of November 26, 2023. Additional statistics potentially available upon request

TOTAL
COMPETITORS
18,646

HONDA	35.9%
SUBARU	20.1%
NISSAN	19.4%
DOMESTICS	16.7
TOYOTA	13.3%
BMW	12.2%
ACURA	11.3%
EXOTICS	2.1%

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SOFLO 2024

SOFLO – WEST PALM BEACH, FLORIDA
PALM BEACH CONVENTION CENTER
JANUARY 13, 2024

Tuner Evolution has elected to debut the tour at one of the most elite venues in Florida. Right in the heart of luxurious West Palm Beach, the Palm Beach Convention Center holds a reputation for quality like no other venue in the state.

Previously, our show has been successfully produced in Miami, Daytona, and Orlando, but this year, after precise analytics, research, and comparison of all venues, communities, and automotive demographics, it is apparent that the Southern and Central Florida Regions could be best served by this new venue. We are thrilled to step up and bring our quality of show to this location.

Demographic Information for the Florida Region:

Spectators:
2022 Orange County Convention Center: 2978
2022 Miami Beach Convention Center: 2996

Car Registration Numbers:
2022 Orange County Convention Center: 240
2022 Miami Beach Convention Center: 370

Vendor Participants:
2022 Orange County Convention Center: 16
2022 Miami Beach Convention Center: 23

Social Media Reach:
2018 Tuner Evolution Daytona Beach: 1,138,123 YouTube Views (Halcyon)
2019 Miami Beach Convention Center: 903,169 YouTube Views (Halcyon)
2021 Orange County Convention Center: 43,125 YouTube Views (Halcyon)
2022 Miami Beach Convention Center: 465,732 IG Reel Plays
35,000 YouTube Views (BBP Style)

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Socal 2024

LOS ANGELES, CALIFORNIA
LOS ANGELES CONVENTION CENTER
MARCH 16, 2024

After numerous successful events in Anaheim and surrounding areas, we set out to grow our largest and perhaps most popular event by moving into the Los Angeles Convention Center. Although this region has always brought the top companies, builds, and elite names in the automotive industry, our careful analytics and research estimate further growth as we move into the inner city.

Our scheduling for this event could not have come at a more premier time as Los Angeles will be hosting two other major events in other industries during the same week. We expect to tap into the attendees for both Rolling Loud LA and the NBA Warriors vs. Lakers rival game.

Demographic Information for the Southern California Region:

Spectators:
2022 Anaheim Convention Center: 3824
2023 Anaheim Convention Center: 4568

Car Registration Numbers:
2022 Anaheim Convention Center: 619
2023 Anaheim Convention Center: 407
Vendor Participants:
2022 Anaheim Convention Center: 26
2023 Anaheim Convention Center: 37

Social Media Reach:
2018 Anaheim Convention Center: 2,658,095 YouTube Views (Halcyon)
2019 Anaheim Convention Center: 911,069 YouTube Views (Halcyon)
2023 Anaheim Convention Center: 643,899 IG Reel Plays
26,022 YouTube Views (Yoshimedia)

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HARRISBURG 2024

HARRISBURG, PENNSYLVANIA
PENNSYLVANIA FARM SHOW & COMPLEX CENTER
MAY 5, 2024

As one of our most aesthetic locations, we chose to add Harrisburg, Pennsylvania to our venues in 2023 because of the history of elite builds from the area, the foundation of Tuner Evolution in Pennsylvania, and because of the beauty of the venue itself. With natural lighting and a modern industrial ambiance, the Pennsylvania Farm Show and Complex Center brought a comfortable showcase for over a dozen magazine featured premier builds, and countless other quality vehicles and industry legends from the Northeast.

The origins of Tuner Evolution started in York, Pennsylvania, and although we have grown out of the venues we once started with, this location brings the success of Tuner Evolution back to its founding communities, and the industry legends that grew with the brand.

Demographic Information for the Harrisburg Region:

Spectators:
2023 Tuner Evolution Harrisburg: 2373

Car Registration Numbers:
2023 Tuner Evolution Harrisburg: 220

Vendor Participants:
2023 Tuner Evolution Harrisburg: 17

Social Media Reach:
2023 Tuner Evolution Harrisburg: 25,533 YouTube Views (Halcyon)
2023 Tuner Evolution Harrisburg: 33,428 YouTube Views (Harrisburg)
2023 Tuner Evolution Harrisburg: 534,278 IG Reel Plays

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Virginia Beach 2024

VIRGINIA BEACH, VIRGINIA
VIRGINIA BEACH CONVENTION CENTER
JUNE 2, 2024

Throughout the history of Tuner Evolution, we developed personal and professionally supportive relationships with some of the most respected Automotive Events in the industry, to include names like Simply Clean, Canibeat's First Class Fitment, and SumoSpeed's Springfest. As these events have retired, leaving us with void within the industry, we were exclusively asked to continue the legacy of SumoSpeed's Springfest at the Virginia Beach Convention Center.

With over a decade of successful events at this venue, bringing industry leaders, premier builds, and summertime destination attendees from all over the world, we aspire to continue the Springfest legacy, and expect to bring Tuner Evolution's authentic branding and innovative ideas to make even more noise and make our predecessors proud. Consulting with the SumoSpeed founders to execute a carefully tailored and further detailed continuation of Springfest, we are excited to share our own take on the event.

Demographic Information for the Virginia Beach Region:

Spectators:
2018 Tuner Evolution Charlotte NC: 2540
2019 Tuner Evolution Charlotte NC: 3191

Car Registration Numbers:
2018 Tuner Evolution Charlotte NC: 183
2019 Tuner Evolution Charlotte NC: 253

Vendor Participants:
2018 Tuner Evolution Charlotte NC: 16
2019 Tuner Evolution Charlotte NC: 22

Social Media Reach:
2017 SumoSpeed: Springfest: 277,978 YouTube Views (Halcyon)
2019 SumoSpeed: Springfest: 786,565 YouTube Views (Halcyon)
2021 SumoSpeed: Springfest: 46,003 YouTube Views (Halcyon)

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RHODE ISLAND 2024

PROVIDENCE, RHODE ISLAND
RHODE ISLAND CONVENTION CENTER
JUNE 9, 2024

With the announcement of the addition of the Providence, Rhode Island stop on the Tuner Evolution 2024 tour came an influx of excitement from the far Northeast Automotive Communities. Although our Pennsylvania shows bring individuals from all over the Northeast, we are thrilled to finally reach deep into New England and provide the quality car show this region deserves.

The response has been overwhelming from online shares, to registration and ticket sales over 6 months prior to the event date. With a close proximity to some of the largest metropolitan areas in the United States, and even Canada, we expect to attract attendees from an entirely new part of the community.

Demographic Information for the New England Area:

Spectators:
First Impression Show: Unknown

Car Registration Numbers:
First Impression Show: Unknown

Vendor Participants:
First Impression Show: Unknown

Social Media Reach:
2017 Canibeat First Class Fitment: 54,284 YouTube Views (Halcyon)
2018 Canibeat First Class Fitment: 77,555 YouTube Views (Halcyon)
2020 Tuner Evolution Atlantic City: 139,930 YouTube Views (Halcyon)

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Puerto Rico 2DAY EVENT SAN JUAN 2024

SAN JUAN, PUERTO RICO
PUERTO RICO CONVENTION CENTER
JUNE 29-30, 2024

The Puerto Rico stop on the Tuner Evolution tour has quickly become one of the most intriguing destination vacation events for automotive enthusiasts all over the world. With industry executives, spectators, and even vehicles from other islands, countries, and continents, the caliber of quality at this show is unlike any event worldwide.

Its reputation precedes Tuner Evolution as we have grown such a deep foundation in the island community and brought awareness to the complex automotive scene in Puerto Rico, sharing its unique culture with the rest of the world. Throughout the years our team has even expanded to include many important players from the Puerto Rico automotive community, and its influences are reflected throughout our branding and lifestyle.

Demographic Information for the Puerto Rico Island:

Spectators:
2022 Puerto Rico Convention Center: 3977
2023 Puerto Rico Convention Center: 4993
Car Registration Numbers:
2022 Puerto Rico Convention Center: 461
2023 Puerto Rico Convention Center: 542

Vendor Participants:
2022 Puerto Rico Convention Center: 14
2023 Puerto Rico Convention Center: 22

Social Media Reach:
2019 Puerto Rico Convention Center: 336,307 YouTube Views (Krispy Media)
2022 Puerto Rico Convention Center: 106,508 YouTube Views (TruFlix)
2023 Puerto Rico Convention Center: 732,465 IG Reel Plays
To Be Released – YouTube (Halcyon)

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PHILLY 2024

PHILADELPHIA, PENNSYLVANIA
GREATER PHILADELPHIA EXPO CENTER
JULY 27, 2024

As our longest standing show, the Philly Tuner Evolution event has gained a reputation like no other. With the celebration of our 10-year anniversary in 2023, we were moved to hear countless renditions of memories and experiences from the automotive communities in New York, Philadelphia, and surrounding areas.

As a staple in the Northeast Car Scene, many travel from all over New England to vend, compete, and spectate at this legendary show. The constant evolution of our show has been displayed over the last 10 years at this same venue, and it has become our flagship event, bringing some of the original cultural influences from our founding contributors and our home state of Pennsylvania.

Demographic Information for the Pennsylvania Region:

Spectators:
2022 Greater Philadelphia Expo Center: 4,462
2023 Greater Philadelphia Expo Center: 4,132

Car Registration Numbers:
2022 Greater Philadelphia Expo Center: 476
2023 Greater Philadelphia Expo Center: 390

Vendor Participants:
2022 Greater Philadelphia Expo Center: 29
2023 Greater Philadelphia Expo Center: 39

Social Media Reach:
2017 Greater Philadelphia Expo Center: 1,389,798 YouTube Views (Halcyon)
2018 Greater Philadelphia Expo Center: 1,608,611 YouTube Views (Halcyon)
2021 Greater Philadelphia Expo Center: 732,845 IG Reel Plays
47,314 YouTube Views (Halcyon)

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Chicago II 2024

CHICAGO, ILLINOIS
SCHAUMBERG CONVENTION CENTER
AUGUST 11, 2024

The Chicago Tuner Evolution show has grown to hold a special place on the tour. The Chi-town windy-city feel brings a certain combination of culture that is different from anywhere else on the tour, and has become a destination show for enthusiasts worldwide. Although we do get attendees from all over the mid-west and north-east, many companies and competitors come together at this specific show to reach a large variety of consumers.

While in Chicago, the local car community creates smaller events like our pre-meets, media promotion features on special builds and influential social media characters, and our team often finds the entire visit to be one of the most productive and rewarding stops with regard to community engagement and automotive lifestyle.

Demographic Information for the Chicago Region:

Spectators:
2022 Schaumberg Convention Center: 2,865
2023 Schaumberg Convention Center: 3,155

Car Registration Numbers:
2022 Schaumberg Convention Center: 372
2023 Schaumberg Convention Center: 321

Vendor Participants:
2022 Schaumberg Convention Center: 22
2023 Schaumberg Convention Center: 27

Social Media Reach:
2017 Donald E. Stevens Convention Center: 1,005,937 YouTube Views (Halcyon)
2018 Schaumberg Convention Center: 261,336 YouTube Views (Halcyon)
2023 Schaumberg Convention Center: 478,354 IG Reel Plays

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MINNEAPOLIS

MINNEAPOLIS, MINNESOTA
MINNEAPOLIS CONVENTION CENTER
OCTOBER 12, 2024

We introduced this stop at the end of 2023 after many years of requests for an event in this extremely large metropolitan area. After analyzing the population amounts of enthusiasts, companies, and spectators that are connected to the Twin Cities, we decided to give it a try and neither our team, nor the community were disappointed.

We saw many familiar faces from Chicago, Philly, and even Los Angeles, but we also saw a greater support of local groups, influencers, and builders that were thrilled to have Tuner Evolution come to their neighborhood. From the venue and hospitality representatives to the vendor and spectator support, the first Tuner Evolution Minneapolis was by far a success, and the immense support for our return is overwhelming.

Demographic Information for the Minneapolis Region:

Spectators:
2023 Minneapolis Convention Center: 2576

Car Registration Numbers:
2023 Minneapolis Convention Center: 182

Vendor Participants:
2023 Minneapolis Convention Center: 12

Social Media Reach:
2023 Minneapolis Convention Center: 332,476 IG Reel Plays

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