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Davenport, IA – Technology continues to improve the safety and entertainment value of vehicles and Iowa Illinois Regional Auto Show attendees will get a first-hand look at these innovations Friday, February 8th through Sunday, February 10th at the River Center in Downtown Davenport. These technological advancements are currently available in select new model vehicles:

Inflatable Rear Seat Belts – When these new air bag seat belts deploy, they provide added protection for both children and adults in the back seat. (Currently available as an option in the Ford Explorer and Lincoln)

Accident Avoidance Sensors – State-of-the-art sensors monitor other vehicles around the car, as well as the driver's reactions to preemptively prepare for collisions, and in some cases, prevent them. In addition, cars are now equipped with radar-guided cruise control to minimize rear-end accidents and chime alerts to wake sleepy drivers. (Currently available in select models from Acura, Audi, BMW, Cadillac, Ford, Hyundai, Infiniti, Lexus, Mercedes-Benz, Volvo, Toyota and more.)

Pandora Internet Radio – Popular on computers and even mobile devices, this feature plays music similar to the song or artist suggestions entered. Pandora also allows users to create their ideal custom radio station and take it on the road. (Currently available in vehicles from BMW, Buick, Chevrolet, Ford, GMC, Hyundai, MINI, Toyota and Scion.)

Smartphone Applications – With smartphones quickly overtaking the mobile market, auto manufacturers have developed Apps to integrate with their product. Many of the Apps enable owners to lock/unlock doors, check tire pressure and even remotely start the vehicle. Some electric cars, like the Nissan LEAF™, enable drivers to check the car's charge through the app as well. (Available in select vehicles from Buick, BMW, Cadillac, Chevrolet, Ford, GMC, Nissan and more.)

Parking Assist – Ideal for drivers who struggle with parallel parking, sensors maneuver the vehicle into a parking spot with the push of a button. (Currently available in several vehicles from BMW, Ford, Lexus, Toyota and more.)

Built-in WiFi – From inside a car, weather, navigation, show times, email and even gaming are just a click away. Passengers can surf the web from their laptops while the car is moving and drivers can access the web from the navigation screen while the vehicle is parked. (Currently available in several Audi, BMW, Cadillac, Chevrolet, Chrysler, Ford and Mercedes-Benz vehicles.)

Streaming Bluetooth Audio – Music enthusiasts can now listen to MP3 players through Bluetooth. Streaming Bluetooth audio offers the ability to play stored MP3s without wires. This capability is available on the iPhone, Droid and any MP3 player equipped for streaming with an adapter. (Currently available in select models from Lexus, Subaru and Toyota.)

Pause Live Radio – This new technology allows the driver to pause the radio and record up to 20 minutes of live broadcasting, which can be played back later. (Currently available in several new vehicles from Buick, Cadillac, Chevrolet and GMC.)

My Gig –Transferring CDs and MP3s is now a breeze. Once a CD is loaded, or an MP3 player connected, files can be transferred to the head unit's hard drive and the music will remain available, even when the CD or MP3 player is removed. (Currently available in several Chrysler, Dodge and Jeep vehicles.)

Voice Controlled, Hands-Free Music in Ford and Lincoln SYNC – Allows users to search music collections by song, artist, genre, album or playlist with voice commands. Drivers can simply say "play track" and the name of a favorite song to hear the tune. To create a custom playlist, drivers simply tell the SYNC to "play similar" to hear an entire song playlist of the same genre. (Currently available in several Ford and Lincoln vehicles.)

BMW Connected – Drivers can use their iPhones to connect with their BMW. Connected uses the phone's data connection to display news, Twitter feeds, Google searches and Pandora Internet Radio on the car's screen. It also features an analyzer to help owners drive more efficiently. (Available on models from BMW.)

Engine Start-Stop Systems – To improve fuel economy, automakers are installing start-stop systems in many hybrid models, and they are catching on for non-hybrid models as well. The system automatically shuts down and then restarts the engine to minimize idling, improving fuel economy by anywhere from 5 to 15% and reducing emissions. (Currently available on select models from BMW, Buick, Chevrolet, Ford, Kia, Toyota and Volvo.)

Many of these technology options can be found in vehicles displayed on the auto show floor. For more information on a specific vehicle or technology, please speak with a manufacturer representative at the show or visit a local new car dealer. See the all new 2014 GM C Sierra and the 2014 Chevy Silverado.

Six scholarships will be awarded at the premier event on February 7th. $25,000 will be awarded to college bound and tech school bound students. To date, the Auto Show has given $205,000 in total scholarships.

Show hours are Friday and Saturday, 10 a.m. to 9 p.m., and Sunday, 10 a.m. to 5 p.m. Admission is $7 for adults, $6 for senior citizens (62 and older), $3 for children 7-12. Children six and younger are admitted free when accompanied by a paying adult.

Save time and money, purchase E-tickets in advance at www.QuadCityAutoShow.com and receive a $1 discount off regular adult admission. Attendees will receive a free one-year subscription to Motor Trend magazine with each admission (a $12 value).

Additional information, discount coupons and directions are also available at

www.QuadAutoShow.com.

Saturday February 9, from 12p-3p the Quad City Animal Welfare Center will have cuddly adoptable pets at the show and Sunday February 10 is Family Day. Bring cameras to pose with SpongeBob SquarePants. The Kadel Petting Zoo with be there and the Niabi Zoo will have exotic animals. Balloon artists will be at the show Saturday and Sunday 12p-3p.

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