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For more information contact:
Nikki Jackson
214.421.8760
njackson@bigtex.com

Texas Auto Show Introduces 2020 Vehicle Lineup at the State Fair of Texas

DALLAS, TEXAS – September 27, 2019 – Buckle up for the 2019 Texas Auto Show! Today's Media Day press conference lineup included big announcements from a long list of top manufacturers. Since 1913, the auto show has been an important part of the State Fair of Texas, and the Fair is proud to continually provide an engaging environment where manufacturers can interact with consumers through displays and experiences. The 2019 Texas Auto Show is sponsored by NBC 5 and Telemundo 39, who will also offer a display as part of the Texas Auto Show, featuring the stations' state-of-the-art weather vehicles like the Texas Thunder Truck and Texas Storm Ranger.

Whether you're a diehard car fanatic or you just like to look around at the newest models, this event is the ultimate destination for all things auto. Highlights from each manufacturer featured at today's press conference can be found below.

CHEVROLET

Chevrolet announced the popular [Rally and Midnight special editions](#) are back with the new 2020 Silverado 1500. Revealed at Texas Auto Show Media Day, these special editions are one more way Chevrolet is offering the perfect truck for every customer. The off-road focused Silverado Midnight Edition gives an all-black approach to the LT Trail Boss or Custom Trail Boss. The truck includes a 2-inch factory suspension lift and the Z71 Off Road Package. The street-focused Rally Edition is offered on the Custom and RST trims and features a sporty look, including a body-colored grille, black Rally stripes on the hood and tailgate and black badging. The new 2020 Silverado Midnight and Rally Editions will be available for order next month and will arrive at dealerships later this year.

FORD

Ford chose the State Fair of Texas to reveal the new [2020 F-Series Super Duty pickup](#). The new truck raises the bar again with multiple best-in-class announcements, including maximum gooseneck towing, maximum fifth-wheel towing, payload, diesel power and torque, as well as gas power and torque. In addition, Ford revealed the King Ranch edition of the 2020 Ford Expedition MAX. The new SUV reintroduces the premium option for large SUV buyers inspired by the iconic Texas ranch, extending a 20-year partnership.

GMC

GMC is bold, capable and precisely crafted. GMC is at the State Fair of Texas with the [2020 Sierra Heavy Duty](#). It is all new from the ground up, delivering a bigger, stronger and smarter truck to our customers. In addition to its commanding new design, five key features separate the Sierra HD in the marketplace. Sierra offers best-in-class HD towing up to 35,500 pounds, a dramatic increase over the previous generation and capability that extends across the lineup: all-diesel duallies are capable of towing more than 30,000 pounds. No matter our owners' passions, class-leading 15 camera views enhance the experience, including the industry-first transparent trailer view for visibility around a trailer in tow and iN-Command Smart Trailer integration to bring the latest technologies for the premium RV. The segment-first combination of the Allison 10-speed automatic transmission and 6.6L Duramax Turbo-Diesel engine deliver the legendary power and quality customers expect. The segment first Heads-Up Display and Rear Camera Mirror deliver innovation our customers expect and provide valuable information like inclinometer, pitch/roll and steering angle. The world's-first MultiPro Tailgate is available on all trims to bring 6-way configurable functionality for optimal customer usage.

JEEP

The Jeep brand returned to the State Fair with the unveiling of the new 2020 Jeep Wrangler EcoDiesel, addition to showcasing several award-winning SUVs and the newest edition to the family, the all-new [2020 Jeep Gladiator](#), the most off-road capable midsize truck ever. The Gladiator builds on a rich heritage of tough, dependable Jeep trucks with an unmatched combination of rugged utility, authentic Jeep design, open-air freedom, clever functionality and versatility and best-in-class towing and 4x4 payload. The Jeep display also will include the new [2020 Jeep Wrangler Willys](#) edition, in addition to a full lineup of vehicles with top designations from TAWA's Texas Truck Rodeo: Jeep [Grand Cherokee](#), "Mid-Size Luxury SUV of Texas," and Jeep Wrangler, "Mid-size SUV," and "Off-Road Utility Vehicle of Texas."

NISSAN

It takes a big stage to debut a big truck, which is why Nissan selected the State Fair of Texas to launch the new, redesigned [2020 Nissan Titan](#) full-size pickup here today. The new TITAN builds on the foundation of America's Best Truck Warranty and exceptional quality as the J.D. Power top-ranked "Large Light Duty Truck" in the 2019 Initial Quality Study (IQS). The changes to TITAN for the 2020 model year include a bold new front end design highlighted by an aggressive new grille and light configuration, a family-oriented interior redesign dominated by a high-resolution Integrated Command Center with 9-inch touchscreen with internal WiFi router, an extensive list of advanced available safety technology – including class-exclusive standard Rear Automatic Braking – and enhanced driving performance. The 2020 TITAN will be offered in King Cab and Crew Cab body configurations and five well-equipped graded levels – S, SV, PRO-4X, SL, and Platinum Reserve. The new TITAN reinforces Nissan Intelligent Mobility, including standard Nissan Safety Shield 360 technology for all grade levels. It goes on sale in early 2020.

RAM

Ram Truck today unveiled a new [1500 Limited Black Edition and Heavy Duty Big Horn and Laramie Night Editions](#) at the State Fair of Texas. The 2020 Ram 1500 Limited Black Edition stands out, courtesy of the following black accents, including: grille with R-A-M letters, badging, tow hooks, exhaust, premium LED headlamps, grille surround, bumpers, door handles and side-view mirrors. Other standard features on the Limited Black Edition include 22-inch black wheels, tonneau cover, and sport performance hood. The Ram Heavy Duty Night Editions, available on Big Horn and Laramie models, also join the lineup for 2020 and include a monochromatic design enhanced by a black grille with body-colored surround, black badging and black 20-inch wheels. For the first time, Ram Heavy Duty trucks equipped with dual rear wheels now get 17-inch black wheels with machined pockets. The head lamps and taillights feature dark bezels. Ram 1500 Limited Black Edition trucks begin reaching dealerships late third quarter 2019. Ram Heavy Duty Night Editions go on sale later fourth quarter.

TOYOTA

Making its Texas debut was the all-new 2020 Toyota Highlander and Highlander Hybrid. Built at Toyota's Princeton, Indiana plant, the fourth generation Highlander is longer, wider and features a lower profile, improving interior comfort, storage and handling. The new Highlander will also come standard with Toyota's second generation of active safety system: Toyota Safety Sense 2.0. The 2020 Highlander will also offer three different all-wheel-drive systems, so adventurous families are not confined to paved roads or limited by inclement weather. It will also offer Standard Android Auto, Apple CarPlay, and Amazon Alexa Compatibility and a 1,200-Watt JBL Premium Sound System. Toyota also debuted the [2020 4Runner Venture](#) Edition and showcased the 2020 Sequoia TRD Pro and 2020 RAV4 TRD Off-Road.

Ideal for fairgoers looking to purchase a new car, or simply learn more about today's available options, the Texas Auto Show at the State Fair of Texas is full of experts from each of the manufacturing companies, ready to help you with any questions you may have. In addition to checking out the hottest new rides, visitors can enjoy fun interactives and live entertainment throughout the various auto displays at the Fair. Check out the complete list of vehicles and interactives on display during the 2019 Texas Auto Show at [TexasAutoShow.BigTex.com](https://www.texasautoshow.com). The Texas Auto Show and State Fair of Texas run from

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About the Texas Auto Show

The Texas Auto Show has been part of the State Fair of Texas since 1913. Throughout its history, the Texas Auto Show has been a key attraction at the annual 24-day event each Fall in Dallas, Texas. Admission to the Texas Auto Show is included with every ticket to the Fair. The 2019 exposition runs September 27 through October 20 in Fair Park. Visit [TexasAutoShow.BigTex.com/](https://www.texasautoshow.com) for more information.

About the State Fair of Texas

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve our home, Fair Park; underwrite museums, community initiatives, and scholarship programs to support students throughout the Lone Star State pursuing higher education; and help improve State Fair operations. The 2019 exposition runs September 27 through October 20 in Fair Park. Visit [BigTex.com](https://www.bigtex.com) for more information.