



Special Features

The O'Reilly Auto Parts World of Wheels will bring a wide variety of exciting celebrities and feature attractions for 2017 plus top automotive exhibits. All this along with our ongoing support of local charities make the O'Reilly Auto Parts World of Wheels the ultimate in family entertainment. Past features have included top race car drivers, hit TV celebrities, and feature cars right out of the movies. We are committed to finding just the right attractions to make 2017 bigger and better than ever before!

In our continuing effort to give back to the community, the O'Reilly Auto Parts World of Wheels works with a local charity each year, donating booth space, manpower and advertising. We also raise funds to donate and support the work of these worthy charitable organizations.

*Don't miss out!
Space is limited,
call today to reserve yours!*

Produced by:



Sanctioned by:



For information call:
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Over 75,000 spectators are expected
at the 2017 Birmingham, AL
O'Reilly Auto Parts World of Wheels
and
Over 30,000 spectators are expected
at the 2017 Chattanooga, TN
O'Reilly Auto Parts World of Wheels!

Who are these spectators?
Demographics:

Age	%
under 25	13.98
25-44	57.17
45-54	24.39
55 +	4.70

- 85% perform their own vehicle maintenance
- 31% earn \$30,000-\$50,000 a year and 36% earn over \$50,000
- 40% own Performance or Collector Cars
- 81% Prefer Brand and Quality over Price

12 Month Purchase Plans:

- 52% plan to purchase tires
- 17% plan to purchase wheels
- 23% plan to purchase performance equipment
- 17% plan to purchase audio/sound
- 13% plan to purchase paint

*This is the greatest opportunity
you will have in 2017 to
promote your business!*

You are cordially invited to the



49th Annual
Chattanooga, Tennessee
January 6, 7 & 8, 2017

46th Annual
Birmingham, Alabama
February 10, 11 & 12, 2017



Winner of the 2016
Vaughn Early
Memorial Award

