

UP INVINCIBLE a game-changer for Tesla Cybertruck enthusiasts

Unplugged Performance is the industry leader in performance upgrades for Tesla vehicles and it continues to be a driving force in a technology-driven environment.

It recently debuted a new chapter with the arrival of its UP INVINCIBLE® product line. It's tailored exclusively for Tesla Cybertruck owners who want to push the limits of on-road and off-road performance.

UP INVINCIBLE® represents a concerted effort to harness and amplify the rugged DNA of the Cybertruck. The extensive off-road and overlanding-focused product includes heavy-duty steel bumpers and rock sliders, cutting-edge carbon fiber body panels, high-output LED light bars, ingenious bed-storage solutions and MOLLE panel designs, a comprehensive suite of suspension products that include lift kits and new wheel designs.

"The UP INVINCIBLE® collection is designed to empower Cybertruck owners, equipping them to conquer the toughest terrains, embark on extraordinary adventures, and enhance the Cybertruck's inherent capabilities," said Ben Schaffer, CEO of Unplugged Performance. "While we are renowned for our high-performance racing suspension and brake upgrades, UP INVINCIBLE is about infusing that DNA into that of the Cybertruck to take it to new heights and enhance the experience at every level."



UNSTOPPABLE—Unplugged Performance recently introduced UP INVINCIBLE®, a cutting-edge enhancement to Tesla's Cybertruck. *Image: NewsPress USA.*

Visit UnpluggedPerformance.com/Cybertruck to learn more about the UP INVINCIBLE product range. Limited quantities of select products began shipping in December, offering early Cybertruck adopters an opportunity to elevate their ownership experience. The full product range is slated to be available early this year.

Unplugged Performance also unveiled renderings of UP.FIT's vision to the future, showcasing plans for Cybertruck-based police and military vehicles.

Unplugged Performance continues to redefine the boundaries of Tesla tuning and innovation, cementing its position as the go-to destination for Tesla enthusiasts seeking performance enhancements and cutting-edge solutions for all Tesla vehicles.

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Size of Vegas hotels knows no boundaries

Themes, amenities, massive structures overwhelm eager guests

Vast decadence might best describe the Las Vegas Strip. It's the only place in the world where you can visit Paris, Venice, ancient Rome and Egypt without needing a passport.

Hotels take on the size of cities and their attention to detail is remarkable. Choosing where to stay can be a conundrum. They differ in theme but share a commonality – enormity.

Their size turns Las Vegas Boulevard in an optical illusion. Walking from one resort to the next might seem like a block away, but you quickly learn it's quite a hike.

Las Vegas is an essential trip for those who prefer ginormous settings. Here are the largest resorts on the Strip:

Fontainebleau (3,644 rooms) – The recently opened resort boasts a 150,000-square-foot casino, rooftop pool deck and 500,000 square feet of convention space.

Paris (3,672 rooms) – Its addition of Bally's former Jubilee Tower – renamed the Versailles Tower – puts Paris among the largest resorts. The tower is undergoing a \$100 million facelift and adds 756 rooms.

Circus Circus (3,773 rooms) – Considered a family-friendly resort, it offers guests the Splash Zone water playground that includes multiple slides. It also includes The



GRAND SLAM – The MGM Grand boasts more than 5,000 rooms, making it the largest resort in Las Vegas. Image: bennymarty. Adobe Stock.

Adventuredome indoor theme park, arcade & midway and free daily circus acts.

Bellagio (3,933 rooms) – One of the Strip's more luxurious resorts, it is known for its free Fountains of Bellagio performance. It also has more than 100,000 square feet of gaming and its pool complex includes five pools, four whirlpools and more than

50 cabanas.

Caesars Palace (3,980 rooms) – Comprised of five distinct towers, it sits on 85 acres. Incoming guests are given a QR code to scan to find their rooms. It is home to the "Garden of the Gods" pool complex comprised of seven pools and swim-up blackjack.

Excalibur (3,981 rooms) – Return to medieval times. This more than

three-decades-old resort offers a pool complex that includes four heated pools and two waterfalls.

Aria (4,004 rooms) – The largest building in the world with LEED Gold status awarded for environmental sustainability. Its casino boasts 145 table games and 1,940 slot machines.

Venetian (4,028 rooms) – One of the largest hotels in Las Vegas quickly grabs your attention with canals, bridges and neighborhoods mirroring the famous Italian city. Experience the open-air piazza feel of St. Mark's Square and the cobblestone streets of the Grand Canal Shoppes.

Luxor (4,400 rooms) – Luxor is arguably the most recognizable resort in Las Vegas. Opened 30 years ago, it includes twin 22-story towers, making it the second-biggest hotel. Noted amenities include a five-acre pool complex, HyperX eSports Arena, Titanic: The Artifact Exhibition, Bodies ... The Exhibition and Discovering King Tut's Tomb.

MGM Grand (5,044 rooms) – Sin City's largest resort originally opened in 1993 with a "Wizard of Oz" theme. Guests are welcomed by a 45-foot-tall bronze lion statue that weighs 100,000 pounds. It boasts four separate 30-story hotel towers, making it a behemoth among a group of massive structures.

Hyundai, Amazon partner to increase innovation

Improved experiences, cloud transformation among benefits

Hyundai and Amazon are partnering to bring innovative new experiences to customers. It's launching online sales of Hyundai vehicles in the U.S. this year.

The automaker also is naming AWS as its preferred cloud provider to help facilitate digital transformation and the Alexa Built-in experience coming to Hyundai's next-generation vehicles.

"Hyundai is a very innovative company that shares Amazon's passion for trying to make customers' lives better and easier every day," said Amazon CEO Andy Jassy. "Our broad, strategic partnership should do just that, from changing the ease with which customers can buy vehicles online, to making it simple to use Alexa in Hyundai vehicles for entertainment, shopping, smart-home adjustments, and calendar checks, to enabling Hyundai to transform their customer experiences and business operations by moving to AWS. We look forward to inventing together for many years."

More details around what Amazon and Hyundai are announcing today include:

Vehicle Sales – In 2024, auto dealers for the first time will be able to sell vehicles in Amazon's U.S. store, and Hyundai will be the first brand available for customers to purchase. This new



TAKING OFF – Hyundai and Amazon are partnering to deliver innovative customer experiences and cloud transformation. Image: NewsPress USA.

digital shopping experience will make it easy for customers to purchase a new car online, and then pick it up or have it delivered by their local dealership at a time that works best for them. Customers will be able to search on Amazon for available vehicles in their area based on a range of preferences, including model, trim, color, and features, choose their preferred car, and then check out online with their chosen payment and financing. This new

shopping experience will create another way for dealers to build awareness of their selection and offer convenience to their customers.

Cloud Transformation – Hyundai has selected AWS as its preferred cloud provider to accelerate its digital transformation using broad and industry-leading AWS capabilities – from compute, storage, database and analytics to generative AI and Internet of Things (IoT). As part of a new multi-

year agreement, Hyundai will become a more data-driven organization with a cloud-first technology strategy, migrating its current on-premises applications – which support everything across research, product engineering, and customer engagement – to AWS. Hyundai will prioritize business cases like manufacturing and supply chain to help optimize production and minimize costs, security and disaster recovery for resiliency, and connected vehicle development to bring new features to drivers around the globe.

In-Vehicle Solutions – Starting in 2025, customers who purchase Hyundai's next-generation vehicles will be able to access the hands-free Alexa experience they have at home, while in their car. Hyundai drivers will be able to ask Alexa to play music, podcasts, or audiobooks, set reminders, update to-do lists and check calendars. Customers will also be able to control their smart home from the road, such as asking to warm up the house on their way home, double-checking doors are locked, and managing smart lighting and Alexa routines. Drivers will also be able to ask Alexa for up-to-date traffic updates or weather reports and voice-control the in-vehicle media player or navigation system – with certain Alexa features accessible even when internet connectivity is intermittent or not available.