

# THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

WANADA Bulletin #1-02

**\*\*2002 Washington Auto Show Report\*\***

January 4, 2002

## 2002: Best Attended Auto Show in Washington Convention Center

*Clear Weather & Promotions Turn Out Record Crowd*



**Huge crowds turned out all week at the Washington Convention Center to enjoy the many attractions and family fun offered at The Washington Auto Show.**

"Spectacular is the only way to describe The 2002 Washington Auto Show," said a very pleased Auto Show Chairman Jonathan Cherner, president of Cherner Automotive Group. "The good weather and an outstanding lineup of new models, promotions and attractions combined for our best attended show ever in the D.C. Convention Center.

Show Manager Bob Yoffe of Yoffe Exposition Services called it "a phenomenal success" that exceeded all expectations. "From day one, attendance at this year's 7-day auto show ran 25 to 30 percent

higher than last year. The final numbers show we eclipsed our 9-day show in 2000 and previous record set in 1990.

Barbara Pomerance, Auto Show public relations director, added that the morning the show opened it was featured on 10 TV spots by 10 a.m. "And the coverage just kept getting better, including numerous articles and radio and TV features, plus special sections in *The Washington Post*, *The Washington Times* and *The Times-Gazette*."

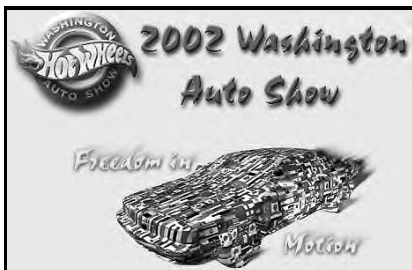
With the theme, "Freedom in Motion," The 2002 Washington Auto Show featured

more promotions, more car and cash giveaways, more celebrities and family entertainment and fun – as well as more than 500 new models and concept vehicles.

This special issue of *The WANADA Bulletin* offers a photo tour of The 2002 Washington Auto Show highlights.

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All the action could be seen online at [washingtonautoshow.com](http://www.washingtonautoshow.com)



# Freedom in Motion

*Over 500 new models, prototypes and alternative vehicles*

Make no mistake, cars and trucks are still the main attraction at the auto show. Pictured here is just a small sample of over 500 new models, prototypes, alternative and competition vehicles holiday shoppers and dreamers got to see. Clockwise from below right, the ultimate luxury driving machine, the BMW Z8 roadster; the dramatic new 2003 Cadillac CTS, which made its Washington premiere; 2003 Ford Thunderbird; futuristic Pontiac Piranha; Indy racing car; Honda Civic Hybrid, which made its North American public debut at the auto show; Dodge Ram COMBATT military truck; and Corbin Sparrow electric vehicle provided by the Electric Vehicle Association of Washington D.C.



# Lucky Ladies are Hands-On Winners

## Six Winners in Four Auto Show Vehicle Giveaway Programs



Starting with “musical cars,” (above) 18 hardy souls competed in this year’s Hands-On Contest. At the end of 128 “gripping” hours (left), just eight remained to win one of three new Toyotas donated by the Washington Area Toyota Dealers. As it turned out, it was “lady’s night” to pick the lucky key. The winners (above right) were: Kecia Morton, 32, of Washington won the Camry; Linda Miralles, 38, of Annandale, VA, the 4Runner; and Marsye De Felice, 26, of Washington, the Corolla.

Good luck was all that was required in three additional car giveaways: At right, Auto Show Chairman Jon Cherner picks the winners in the D.C. Lottery/Auto



Show Second Chance drawing for those who entered their non-winning Washington Auto Show Instant Tickets throughout the week. Top prize, won by Howard Chastang of D.C., was a choice of a 2002 Chrysler PT Cruiser, a 2002 Jeep Liberty Sport, or a Chrysler minivan. Second prize was \$3000 and third prize was \$500 of gasoline. Below, left, ESPN Zone and Hyundai filled a Sonata sedan with tiny footballs and gave it away to the one who guessed best. Below, right, prize basket winners in a CVS/pharmacy-sponsored promotion wait to draw for the top prize, a new Mercury Cougar.





## 2002 Snow Ball “Puttin’ on the Ritz”

This year’s Snow Ball really lived up to its theme. The Ritz Carlton provided an elegant setting for one of Washington’s premier black tie events. The 2002 Snow Ball featured fine dining, great entertainment by the renowned dance band Spectrum, and a dinner auction that helped raise a total of more than \$100,000 for the benefit of the Boys & Girls Clubs of Greater Washington. To date, The Washington Auto gala has raised nearly \$1 million for the clubs.

Sponsored by First Virginia Credit Services, DaimlerChrysler, and *The Washington Post*, this year’s ball was attended by dozens of ranking public officials, including the Washington area delegation to Congress, the lieutenant governor and attorney general elect of Virginia, local chief executives, state legislators, and city/county council members. An added attraction was Joanie Laurer – or CHYNA, as she was known as a World Wrestling Federation (WWF) character – who appeared at both the auto show and the Snow Ball.

“It was THE grandest gala of them all,” declared Snow Ball Chairman Tammy Darvish. “Not only did we ‘put on the Ritz,’ we sold it out with 800 VIPs registered.”



Dinner guests (above) get ready to bid on auction items presented by WJLA-TV’s John Harter (above, right) and Auto Show Chairman Jonathan Cherner and Tammy Darvish (right). Guests included MD Rep. Connie Morella and her husband Tony (left) VA State Sen. Marty Williams and VA Rep. Tom Davis (below, left), MD Rep. Steny Hoyer with Bob Banning, Jr. (below, center) and VA Lt. Gov. John Hager with VA Del. Ken Plum.





# Tripping the Light Fantastic

Take a quick pictorial spin with us now and relive a grand evening of fun and fellowship for WANADA member organizations and invited guests at the 2002 Snow Ball. With a record attendance of 800 VIPs, there were too many names to note, but we think you will recognize many of them.





## Star Power

*Fans Queue up for  
Star Attractions!*

Are the Washington Redskins popular or what? Above, fans turn out big for Darrell Green (left). Hall of Famer Sonny Jurgensen (right) drew huge



crowds as well, as did former Skins kicking star Mark Mosely (below), who showed up unexpectedly but was happy to strike a pose in the Chrysler 300 Hemi C. Other big hits were (left) Joanie Laurer, former World Wrestling Federation character CHYNA, being interviewed here by WRC-TV's Arch Campbell, and *All My Children's* "Leo," Josh Duhamel (below, left). Washington Post sports columnists Tony Kornheiser and Michael Wilbon (bottom left) taped their ESPN TV show, "Pardon the Interruption," at the auto show, while Dennis Anderson (below right), appeared with his monster truck Grave Digger.

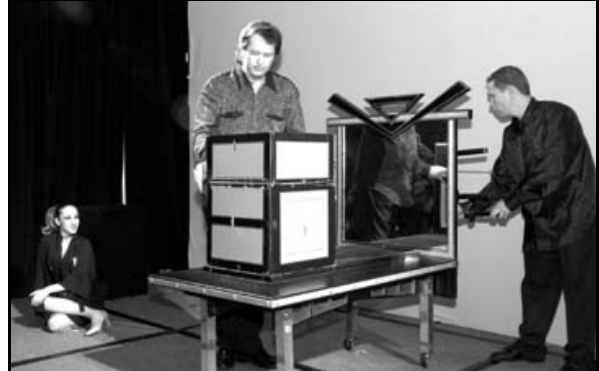




## Family Fun

*For Kids of All Ages*

Family fun is a tradition at The Washington Auto Show, and this year may have topped them all. Clockwise from above, left are: Hot Wheels® Collectables; Mattel™ Playland; Lawrence Gregory, master Illusionist; Slapshot, Capitals' Mascot; Rock-It, techno robot; Rugrats™ Chuckie and Tommy; and Maximum Velocity – Extreme Sports. Below, from left clockwise are: Redskin cheerleaders, G-Wiz, Wizards' Mascot; child safety seat demonstration; and Irish Dancers.



## Auto Show Acknowledgments

As one of the premier events on the industry circuit, The Washington Auto Show is a major endeavor for the WANADA staff and its team of skilled consultants.

We would like to pay special tribute to our many sponsors and to the WANADA Auto Show Committee whose leadership and hard work made this show a tremendous success.

### Activity and Event Sponsors

- Frank Saul & Pat Shannon of the Boys & Girls Clubs
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- 94.7 WARW FM
- Washington Area Chrysler- Dodge-Jeep, Hyundai, Lincoln-Mercury, and Toyota Dealers
- Washington Automotive Press Association
- The Washington Post & *washingtonpost.com* & *cars.com*
- WJLA-TV
- WTTG Fox 5



**WANADA Auto Show Committee, from left: Rick MacAnanny, Safford Lincoln-Mercury; H. Daniel Jobe II, Capitol Cadillac & Capitol Hummer; Gary Cohen, Jerry's Ford; Robert W. Banning Jr., Bob Banning Motors; Fred Frederick, Fred Frederick Chrysler-Plymouth; Auto Show Chairman Jonathan K. Cherner, Cherner Automotive; John F. Bowis, Chevy Chase Cars; Mark Zetlin, American Service Center. Not pictured are Tamara C. Darvish, DARCARS Toyota, and Frank Joyce, Pallone Chevrolet.**

### Pride & Big Bucks for Mystery Shopper Winners

The stars of the auto show aren't just the celebrities and vehicles. They're also the many representatives that present the product to the public. And for those unsung heroes who demonstrated outstanding "people" skills, WANADA Mystery Shoppers had not only praise but thousands in cash awards. At right, Thad



Hancock (left) of Fair Oaks Dodge in Fairfax is a \$500 drawing winner. He receives hardy congratulations and his check from Auto Show Chairman Jonathan Cherner.

*Happy New Year!*