

# THE WANADA BULLETIN

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

WANADA Bulletin #1-03

\*\* Special Edition\*\*

January 6, 2003

## 2003 Washington Auto Show Makes Winner's Circle

*Second Best Attended in a Decade; 4th Best in 21 years*



TV crews swarm over Dennis Cronin, left, who just won a Toyota Camry in the popular Hands On Contest, one of four new Toyotas won this year. Dual heartthrobs, right, soap star Vincent Irizarry and the prototype Lexus sports car, were some of the many attractions that drew large crowds to The Washington Auto Show.

"The 2003 Washington Auto Show was as well attended as any but a handful in our 21-year history in the Washington Convention Center," said show chairman Chip Lindsay. "Last year yielded our largest attendance, but this year closes out our run in this convention center in a grand way and puts us in scoring position with the new and expanded center next year," he said. Lindsay credited the success with careful planning that included "a strong flight of cutting edge vehicles, coordinated with effective promotions and attractions."

Show Manager Bob Yoffe of Yoffe Exposition Services concurred with Lindsay noting that "2003 was second only to last year in being the

best attended show in a decade and made the winner's circle of all convention center shows since 1983.

"Excellent media exposure and a wide range of family attractions drew people in large number to this year's show for a variety of reasons – and studies show that most attendees are shopping for a new car," said Yoffe.

"The 2003 show truly surpassed our expectations and broke new ground in several important areas," said Barbara Pomerance, public relations and promotions director. "Our early focus on adding key sponsors to the show resulted in new sponsorships from Fortune 500 companies like ExxonMobil and industry segment leaders like

XM Satellite Radio. Our promotional and special event schedule, combined with the addition of a fourth car to the popular Hands On Contest, resulted in tremendous media coverage and certainly captured the public's imagination."

Pomerance also noted the show was "a winner" because of increased dealer involvement "from Press Preview Day and continuing throughout the show."

This special issue of *The WANADA Bulletin* offers a photo tour of the cars, stars, contests, celebrities and family entertain-

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**\*\*Auto Show Report\*\***



Above, from the top: Auto Show Chairman and Cadillac dealer Chip Lindsay with the futuristic Cadillac Imaj, the all-powerful Dodge Viper sports car; the cut-away of Volvo's new SUV, and Mobil 1's NASCAR showcar were but a few of over 500 new models, prototypes, alternative and competition vehicles that drew vehicle shoppers and dreamers to the auto show.



**Cars & Stars:** High kicking Redskins cheerleaders (above) and 'Skins legends (below, from left) Charlie Taylor, Mark Moseley and Bobby Mitchell (as well as Pat Fischer, Neal Olkewicz, and Don Warren, not pictured) were a big draw on "Beat Dallas Day." (And it worked!) More sports celebrities (below) included Washington Capitals head coach Bruce Cassidy (left) and Caps star Peter Bondra, with young fans in a convertible.

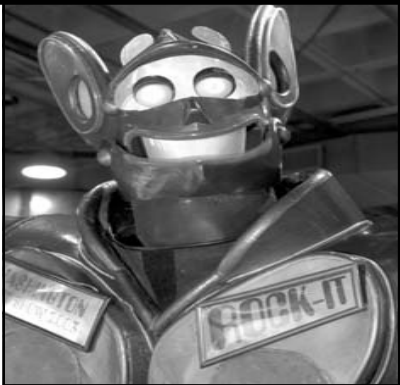


More celebrities, above, included (from left) Telemundo soap star Manolo Cardonas; Jesse James, star of the Discovery Channel's Monster Garage; and Women's Professional Billiards player Jeanette Lee, who treated the Washington Auto Show goers to a dazzling demonstration of her skill.

**\*\* Auto Show Report\*\***



**Hands on Contest, Before & After:** Sponsored by the Washington Area Toyota Dealers and 94.7 WARW FM, this year's contest saw 21 contestants trying to hang tight for 128 "gripping" hours for a chance to win one of three new Toyotas. With the winners are Tammy Darvish of DARCARS Toyota; Camry winner Dennis Cronin, 39, of Upperville, VA; Matrix winner Elizabeth Albrecht, 19, of Fredrick, MD; RAV4 winner Macio Brockett, 19, of Montross, VA; and show chairman Chip Lindsay. An added bonus this year was a fourth Toyota, a hybrid Prius, awarded to Donna Bowser of Woodbridge, VA who correctly guessed all three Hands On winners on line. At right, Don Reilly of Fairfax & Alexandria Hyundai, announces the free trip winner of *The Price Is Right Showcase*, sponsored by WUSA-TV 9 and the Washington Area Hyundai Dealers, for guessing the price of a "loaded" Hyundai Sonata LX.



**Family Fun** is a Washington Auto Show tradition. Clockwise from above left are: Rock-It-The-Robot; Rugrats™ Chuckie and Angelica; Slapshot, Capitals' Mascot; Maximum Velocity/Extreme Sports cyclist; Spider Man and protégé; Irish folk dancers; youngster getting a free DNA Life Print; and master Illusionist Lawrence Gregory performing a "water trap escape."



**\*\*Auto Show Report\*\***

# Auto Show Acknowledgments

As one of the premier events on the industry circuit, The Washington Auto Show is a major endeavor for WANADA's leadership, 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 direction and hard work made this show a tremendous success.

**Activity and Event Sponsors**

- CVS/pharmacy®
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- Bruce Furr, portrait photos
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- The Leo Pascal Collection
- WARW FM
- Washington Area Acura Dealers
- Washington Area Dodge Dealers
- Washington Area Hyundai Dealers
- Washington Area Toyota Dealers
- Washington Automotive Press Association
- The Washington Post & *washingtonpost.com* & *cars.com*
- The Washington Times
- WUSA-TV 9
- XM Satellite Radio

**2003 Washington Auto Show Committee**

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**Cash and Credit for Mystery Shopper Winners**

At the Washington Auto Show, shoppers not only get to see the latest vehicles, they get to meet some of the areas top sales professionals. Every year, WANADA "mystery shoppers" reward the best sales reps who demonstrate outstanding "people" skills with hard cash awards ranging from \$100 to \$500, along with \$1,000 in a daily drawing— for a total of \$13,500. Here, Auto Show Chairman Chip Lindsay presents \$100 to Adelle LaRue, Cowles Ford. Carl Gould, BMW of Sterling, won \$500 in one of two daily drawings for sale representatives.

**Thought for the Week:**

*A car can massage organs which no masseur can reach. It is the one remedy for the disorders of the great sympathetic nervous system.*

—Jean Cocteau, French author, filmmaker

**Enclosure:**

- Report on the 2003 Mystery Shopper Awardees & Daily Cash Winners