

THE WANADA BULLETIN

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

WANADA Bulletin #1-05

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2005 WASHINGTON AUTO SHOW HIGHLIGHTS

Last Holiday Show Tracks Attendance Record *Hot Attractions, More Promotions Equal Huge Success!*



Storming the gates (top), last weekend's huge crowds poured into the convention center to see and shop with over 800 cars and trucks, and to enjoy top attractions, like the popular Hands On Contest (right). Peruse the pages of this Bulletin for more highlights from the 2005 Washington Auto Show.



"This show has been absolutely superb!" exclaimed Show Manager Bob Yoffe at the conclusion of the 2005 Washington Auto Show. "In an 8-day time span, we did almost as much as last year's record attendance, which ran for 10 days and included the grand opening of the convention center.

"We can't believe the number of consumers looking for new cars and people looking for entertainment who have come through the doors over the past eight days. It has just been phenomenal!" he said.

Commenting on the success of the show, which scored an all-time record crowd for New Year's Eve, Auto Show Chairman George Doetsch credited "a lot of super promotions and great displays, which were upgraded from last year. And we're going to have even better displays and state-of-the-art vehicles next year in our new January time frame," he noted.

"Next year, we anticipate broad involvement in the show by members of Congress, federal agency executives and the diplomatic corps," said Doetsch. "This year's Gala was a dress rehearsal for next year, which we expect to be well supported and thick with VIPs, as we step out of the holiday dates and move the show to January 23. We look forward to taking our show to the next level in 2006."

(Continued on page 2)

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(Continued from page 1)

Barbara Pomerance, public relations and promotions manager for the auto show, noted the “added excitement and energy” among sponsors and exhibitors as the show builds in size and importance and becomes “a real force in the auto industry.” She pointed to much greater interest by exhibitors at large in future opportunities at The Washington Auto Show.

For next year’s Preview, Pomerance predicted the “automakers will be behind The Washington Auto Show with their latest technology in clean air and safety because of the opportunity to roll it out before Congress.”

In addition to eight new car giveaways this year, a “whole new level for the Hands On Contest, and an improved, more interactive auto show website,” Pomerance attributed the success of this year’s show to the growing participation of auto show sponsors, such as WashingtonPost.com and XM Satellite Radio. She also cited a “tremendous” new retail partnership with participating McDonalds restaurants offering discount auto show coupons.

Correspondingly, there was a new promotion by 18 downtown restaurants offering dinner specials to auto show visitors. “Next year we’ll have at least 100 restaurants involved,” she added.

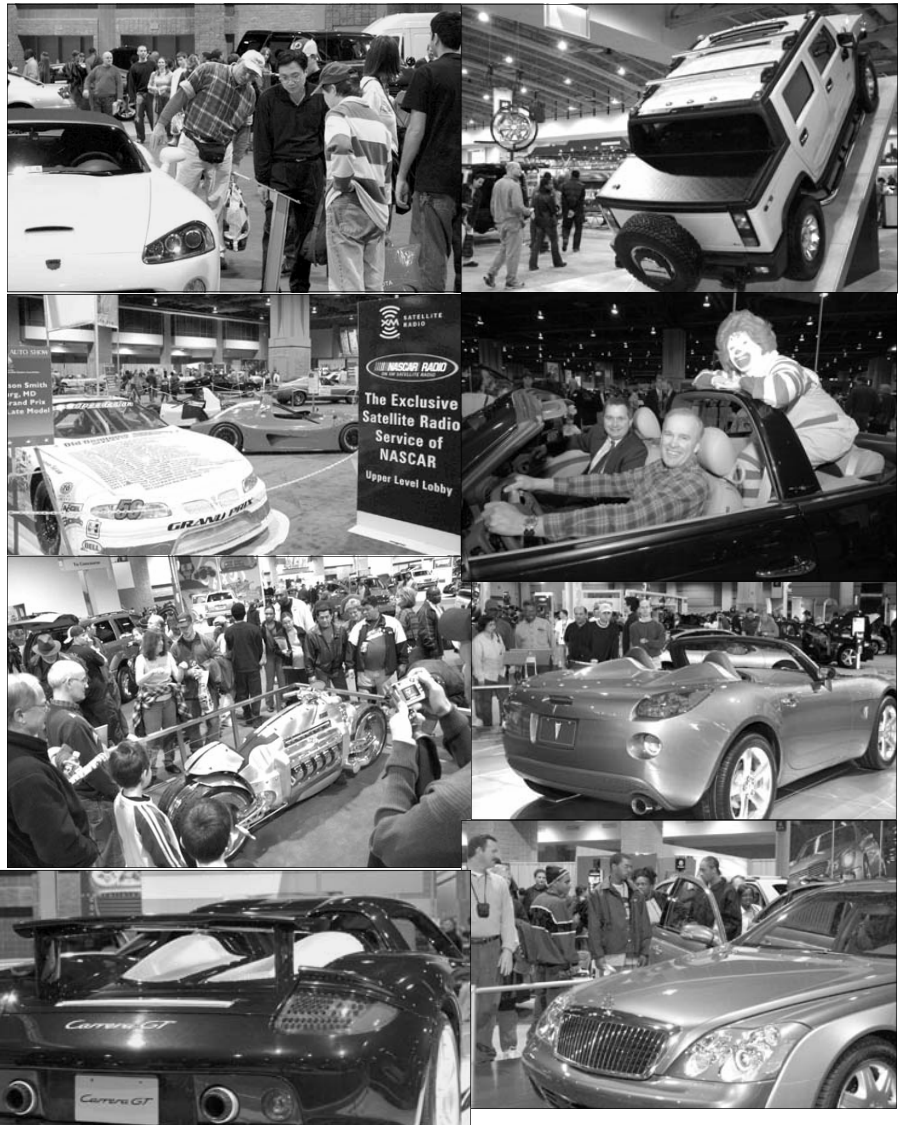
“We had a team effort and the result was a very successful show with an even greater potential for the future,” said Pomerance.



“Driven By Design”

Over 800 New, Old, Concept & Specialty Vehicles

Pictured here are snapshots of the 800 new, vintage, concept, competition and specialty vehicles holiday shoppers and dreamers were treated to at this year’s show.



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A Family Affair With Scores of Youngsters

Family fun is a long standing tradition at The Washington Auto Show! Among this year's many attractions were popular unsigned bands on XM Satellite Radio's live stage, Ronald McDonald, high flying roller blade and bike stunts by Maximum Velocity, Max Darwin's magic act, Irish dancers, daily entertainment for the kids by more than 20 cartoon and mascot walkabouts, and, of course, the ever-popular robots Rock-It and Sprockit.



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 sponsors and the WANADA Auto Show Committee whose leadership and hard work made this show a record-breaking success.

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 WBIG
 WPGC
 XM Satellite Radio

Our special thanks for the support of the Auto Alliance, NADA, Washington Convention & Tourism Corp., Downtown BID, Restaurant Association of Metropolitan Washington and the Washington Convention Center.

Thought for the Week...

We've got everything going for us – a strong market base, innovative companies, great educational institutions, and a cooperative feeling among government, regulators and business... We just need to put our heads together – our arms around each other – and embrace creative ideas that have made America the leader of the world.

--Donald V. Esmond, senior VP & GM, Toyota Division for Toyota Motor Sales, U.S.A., Inc., in his keynote address at WANADA's Auto Show Media Day

2004 Washington Auto Show Committee

Chairman, George Doetsch, Apple Ford
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Barbara Pomerance, Promotions
Robert Yoffe, Show Management

Standout Mystery Shopper Winners

Every cash winner in WANADA's auto show "mystery shopper" program is a stand-out. They all demonstrate outstanding "people" and sales skills. Good examples are John McWilliam (right), a Lincoln salesman for Cherner Automotive Group, Tim Branscum



(right center) of the American Service Center, and Joel Bolton of Don Beyer Volvo Falls Church. At age 80, McWilliam still has a very detailed method of recording auto show contacts, which directly helped him sell 13 cars following last year's show. Branscum served a year as a combat medic in Iraq before settling into a career with ASC. Pictured below Joel Bolton aptly demonstrated his sales ability to our very discerning judges,



Dave Kelly (left) of Easterns Hyundai of Leesburg and Kindred member Bob Reeser (right) from Bank One. Congratulations to all our mystery shopper winners. For complete results, see the



2005 Mystery Shopper Awardees & Daily Cash Winners list enclosed with this WANADA Bulletin, or go to the show website, www.washingtonautoshow.com, and click on "Industry Events."