

WANADA Bulletin # 1-06

January 4, 2006

THE 2006 WASHINGTON AUTO SHOW

Mayor Williams “Flips His Whip”



Amid a swarm of TV cameras and news crews, Washington DC Mayor Anthony Williams kicked off an advance “Flip My Whip” promotion for The 2006 Washington Auto Show with a visit to Capitol

Cadillac/Hummer in Greenbelt, MD last Friday to customize the Cadillac of his dreams.

His choice, a midnight blue Cadillac STS provided by Capitol Cadillac/Hummer, will be customized by Automotive Rhythms®, Big Boys Toys and E&G Classics. When revamped or “flipped,” the one-of-a-kind vehicle will be unveiled at the mayor’s weekly press briefing to be held at the Washington Auto Show on Wed., Jan. 25, at 11:00 a.m.

“The auto show is big in the history of this city,” said the mayor, “because it is really representing the city as the center of a whole region when it comes to sports, entertainment and trade. We traveled with the dealers over to the Frankfurt, Germany Auto Show where over \$500 million in economic development came to the city from their auto show. This is a big initiative for DC.”

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In front of the Mayor’s soon to be customized Cadillac STS are, Wayne Quackenbush, Capitol Cadillac/Hummer; Jon Titman, E&G Classics; Mayor Anthony Williams; Kimatni Rawlins, Automotive Rhythms; and WANADA CEO Gerard Murphy.

Lots of Special Offers & Events From Our Auto Show Partners & Sponsors

Visitors to The 2006 Washington Auto Show (WAS) will be greeted with a full slate of live entertainment, free car give-a-ways, consumer contests and special guests, as well as a host of discounted travel, transportation, lodging and admission offerings, all made possible by the auto show’s sponsors and partners.

Long-time auto show partner *The Washington Post*, publisher of the auto show program, rewarded young artistic talent this year as the sponsor of The Washington Auto Show Drawing Contest which invited children ages 6 – 12 to create their car of the future. The winner, Evan Gasikin, 11, earned a \$500 savings bond, \$500 in arts supplies for his school and had the thrill of seeing his design featured on the cover of the auto show program. The *Post* is also a sponsor of the WAS Congressional Gala, while [washingtonpost.com](http://www.washingtonpost.com) sponsors the auto show website, www.washingtonautoshow.com.

Discount coupons to the auto show are

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THE 2006 WASHINGTON AUTO SHOW



Above, Mayor Williams does his "flip" with help from Automotive Rhythms' Kimatni Rawlins. Left, WRC TV reporter Tom Sherwood interviews WANADA CEO Gerard Murphy about the upcoming auto show.

Mayor Flips His Whip

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The mayor also chose the occasion to announce that he had a wager with Philadelphia Mayor John Street on the Eagles/Redskin game – four Philly steak and cheeses against four of the best lunches from Ben's Chili Bowl. Happily, Williams won the bet!

Mayor Williams is just one DC area resident eager to have a ride customized. Thousands of others will enter The Flip My Whip contest, made possible by The Washington Auto Show, Automotive Rhythms, McDonald's, Big Boys Toys and E&G Classics to earn \$10,000 of free customizations completed on-site at The Washington Auto Show, Jan.

24 – 29 at the Washington Convention Center. For entry details, visit www.AutomotiveRhythms.com At the show, both the Mayor's vehicle and the winner of The Flip My Whip Contest will be featured in Automotive Rhythms' Urban Restyl'n' Salon, a special showcase of customized vehicles, featuring flipped whips and custom rides from manufacturers, local celebrities and metro residents.

For Washington Auto Show operating hours and ticket information, visit the Washington Auto Show online, www.washingtonautoshow.com or contact WANADA at 1(866) WASH-AUTO or (202) 237-7200.

Partners & Sponsors

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available at more than 350 area McDonald's restaurants, offering \$2 off adult weekday admission. On McDonald's Day at the WAS, Thurs., Jan. 26, the coupons will provide a \$4 savings, as well as the chance to visit with Ronald McDonald himself and enjoy a variety of special events and guests planned for the day. McDonald's is also sponsoring the WAS/Automotive Rhythms® "Flip My Whip" contest. The contest offers the owners of two "pre-loved" vehicles free customizations, provided by Big Boys Toys of Oxon Hill, Maryland. Also, one lucky winner will go home with a free 2006 Ford Fusion, sponsored by Apple Ford by guessing the number of Spicy Chicken boxes inside the car.

The sites and sounds from the **XM Satellite Radio Stage** will again entertain auto show attendees as *XM Unsigned* introduces a daily offering of bands, musicians and guests. Auto show partner XM Satellite Radio is also a sponsor of The WAS Congressional Gala.

Interested in winning up to \$100,000 to spend on a new car? Visit the **AutoTrader.com** booth at the show or www.wjfk.com to enter this sweepstakes to win cash to spend toward the purchase of a new car from any WANADA member dealership. AutoTrader.com, a new auto show sponsor, will host

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Hands On Contest Puts Four Toyotas Up for Grabs (One for Charity)

The Washington Auto Show and the Washington Area Toyota Dealers are taking a "hands on" approach to charitable giving this year, reserving one of four new Toyota models to be won by an area charity.

The models to be won in the popular WAS Hands On Contest include Toyota's best-selling Camry, the hip Scion tC, and the re-designed for 2006 Rav4. A new Prius, Toyota's popular hybrid model, will be awarded to a non-participating contestant who correctly predicts the three other winners.

All contestants will first "get a grip" at 2:00 p.m. on Wed. Jan. 25 as the contest begins. To remain in the contest, they must remain in constant physical contact with the vehicle until the contest ends at 6:00 p.m., Sun., Jan. 29. Details about the contest can be heard on Classic Rock 94.7, *The Arrow*.

Contestants on the vehicle to be won by a local charity will be volunteers or staff members of the organization. The charities will compete, fulfilling the "gripping" requirements while still providing constant coverage on the vehicle.

Participating charities will include several of the seven area health and children's organizations supported by The Washington Auto Show Congressional Gala and Charitable Preview, to be held Jan. 25, as well as interested metro organi-



Toyotas up for grabs, clockwise, Scion tC, Camry, Rav4 and Prius.

zations.

Consumers who wish to test their intuition rather than their endurance will have a chance to win the fourth Toyota. They can enter the contest by visiting www.washingtonautoshow.com during the run of the show, where complete contest rules and deadlines are available. Entries will also be accepted at the show during the contest.

The winner will be randomly drawn from all correct entries. Contestants for the Hands On Contest will be pre-selected through the promotional efforts of 94.7 WARW.

In all past years, the contest has lasted until the close of the show, when the eventual winners are chosen by a random key draw among those still hanging on after five days of enduring contact.

Partners & Sponsors *(Continued from page 2)*

AutoTrader.com Day at the WAS on Fri., Jan. 27, offering \$4 off adult admission for those who printed their favorite car from AutoTrader.com. Celebrity sports stars, including Washington Redskins legend Darrell Green, and other guests will be on hand throughout the show to greet visitors at the AutoTrader.com booth.

American Airlines is the official airline of The 2006 Washington Auto Show, offering a special rate for those traveling to the auto show on American and providing airline travel as a prize in auto show promotions and contests. Once in DC for the show, visitors may receive a special hotel rate offered through participating sponsor, **The DC Convention & Tourism Corporation**.

To arrive at the show quickly and conveniently, visitors can take **METRO**, which is also a participating sponsor. You'll find plenty of METRO signage and onboard information directing you right to the Washington Convention Center.

For auto show operating hours and ticket information visit www.washingtonautoshow.com or contact WANADA at 1-866-WASH-AUTO or (202) 237-7200.

FOOTNOTES

US AUTO DEALERS SET CHARITABLE GIVING RECORD IN '05 *Nearly \$1.7 million raised by WANADA Dealers*

With the numbers in, WANADA members set the pace in charitable giving among dealers across America in 2005. The National Automobile Dealers Charitable Foundation (NADCF) reported a record year for 2005 by assembling \$4.1 million from their national dealer membership.

WANADA worked in conjunction with NADCF on hurricane relief, raising \$200,000 locally. Total hurricane relief reported by WANADA dealers was \$650,000, which, when added to the WANADA sponsored Bobby Mitchell Classic for blood cancer research that raised another \$680,000 and the \$300,000 WANADA raised for multiple charities at its Congressional Gala, amounts to \$1,680,000.

“Automobile dealers are as generous as anyone anywhere when it comes to supporting worthy causes, year-in and year-out,” said Tamara Darvish, WANADA’s Community Relations Chairman. “This is especially true of my fellow dealers in the Washington area who stepped up big time with last fall’s hurricane relief effort no less than the ongoing causes we support through WANADA every year,” she said. The Bobby Mitchell Classic this year set a record for Leukemia & Lymphoma research and the Congressional Gala is in an expansive mode with seven charities participating at the upcoming auto show event. “When you add it all up, the WANADA dealer contribution is impressive, which is something area dealers can be proud of,” said Ms. Darvish.

WANADA Tag & Title Seminar, Thurs., Jan. 26 at The Washington Auto Show

Learn about all the new tag, title and registration changes in DC, Maryland and Virginia direct from DMV representatives from all three jurisdictions. In addition, you will receive a number of valuable tips and contact names to expedite your dealings with the state motor vehicle agencies.

This is the only titling seminar to cover the entire region, and one tag and title coordinators, controllers, and other interested representatives from metro area dealerships cannot afford to miss!

So don't! Sign up today for WANADA's Annual Tag & Title Seminar held in conjunction with The Washington Auto Show, Thursday, Jan. 26, 9:30 a.m. to 12:00 noon at the new Washington Convention Center, 801 Mount Vernon Place, N.W., Washington, DC. The seminar cost is \$60 per person, and \$40 for each additional person from the same company. Admission to The Washington Auto Show is included in the registration fee. For more information on both seminars, see the information sheet and registration forms enclosed with this Bulletin, or call Barbara Martin at WANADA, (202) 237-7200.

Important Reminder!

MD, VA Sales Reps Must Register for 2006 Auto Show

Sales representatives from Maryland and Virginia dealerships who plan to be working at The 2006 Washington Auto Show, Jan. 24 - 29, 2006, *must register* with the District of Columbia government through WANADA in order to receive a waiver from D.C. automotive sales licensing law requirements. Please have sales reps fill out the registration form enclosed with this *Bulletin* with the names and sales license numbers of the dealership and all dealership representatives who will likely work at the show, and FAX it to the WANADA office, (202) 237-9090, by **Thursday, Jan. 19, 2006**. Reps who do not register may trigger regulatory scrutiny not only for themselves but for the auto show as well.

Your immediate attention and cooperation is appreciated!

Enclosures/

- 2006 WANADA Tag & Title Seminar flyer and registration form
- 2006 Washington Auto Show Non-DC Automotive Sales Representatives Participation form