

**THE 2006 WASHINGTON AUTO SHOW**

*The Stage is Set for January 24 Blastoff!*

**BMW Chairman Tom Purves, ABC Political Commentator Cokie Roberts To Keynote Media Day, Gala VIP Reception**



**BMW CEO Tom Purves and ABC political commentator Cokie Roberts help launch 2006 Auto Show.**

The fuse is lit and the big bang comes next Tuesday, when the doors of the Washington Convention Center swing open for The 2006 Washington Auto Show, *The State of The Auto*, Jan. 24 – 29.

It will be a spectacular show, with nearly 800 vehicles from more than 43 domestic and import manufacturers, more free car give-a-ways and more entertainment, special guests and promotional contests, designed with every member of the family in mind.

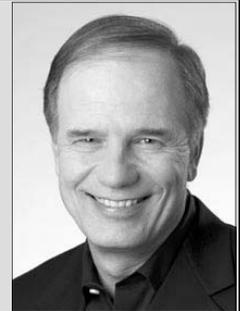
To help kick off the show in grand style, Tom Purves, chairman and CEO of BMW U.S. Holding Corporation, will be the keynote luncheon speaker at International Media Day, and ABC News political commentator Cokie Roberts will host the VIP Reception prior to the Congressional Gala. Both events are slated for Wed., Jan. 25.

Since becoming CEO in 1999, Purves has led the company to achieve groundbreaking success. During his tenure, sales of BMW Group vehicles have increased 91%, from 154,970 vehicles in 1999 to 296,111 vehicles in 2004. His insights into 21<sup>st</sup> century global automobile business are sure to be highly informative and provocative, and WANADA member dealers are cordially invited to attend (FAX back RSVP enclosed).

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**New Show Feature:  
AutoTrader.com Day**

AutoTrader.com, which joins a growing list of outstanding Washington Auto Show sponsors and partners, will sponsor AutoTrader.com Day on Friday, January 27th. The company will be welcoming visitors with discount admission, doing a sweepstakes worth up to



**“We’re delighted to now be a part of this dynamic event,” says AutoTrader CEO Chip Perry**

\$100,000 toward a new car, and rolling out special events and celebrity guests, including Washington Redskins legend Darrell Green.

During the show, consumers will be invited to enter for a chance to win up to \$100,000 to spend toward the purchase of a new car from any WANADA member dealership. Entries will be accepted at the show in the company’s booth and online at <http://1067freefm.com>. The winner will be drawn on Sunday, January 29<sup>th</sup> at approxi-

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## THE 2006 WASHINGTON AUTO SHOW

### The Stage is Set

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Purves' presentation will highlight a full agenda of media events and special announcements planned for International Media Day, sponsored by WANADA and the Washington Auto Press Association. Media Day will also include global introductions, an energy symposium (with senior automotive executives and regulators), and the "Flip My Whip" unveiling of DC Mayor Anthony Williams' customized Cadillac. (A full schedule of Media Day was published in last week's Bulletin, and is available on line at [washingtonautoshow.com](http://washingtonautoshow.com).)

International Media Day will culminate with **The Washington Auto Show Congressional Gala** from 6:00 to 9:00 p.m., gathering elected officials, industry VIPs and local civic leaders for the benefit of area health and children's charities.

Roberts will host the invitation-only VIP Reception just prior and at the outset of the Gala. She was the co-anchor of the ABC News' Sunday morning broadcast, *This Week with Sam Donaldson & Cokie Roberts* from 1996-2002, while also serving as the chief congressional analyst for ABC News. She covered politics, Congress and public policy, reporting for *World News Tonight* and other ABC News broadcasts. Roberts also serves as a senior news analyst for NPR, where she was the congressional correspondent for more than ten years.

The shift to late January

dates, rather than the prior December holiday timeframe, puts The Washington Auto Show firmly in the national and international spotlight. With Congress in session, the auto show becomes a prime destination for lawmakers, regulators and diplomats, eager to see automotive advances in safety, technology and alternative fuel options.

To encourage these guests, Tues., Jan. 24 and Wed., Jan 25 have been designated **Government Days**, offering half-price adult admission to government employees.

The 2006 Washington Auto Show will also feature the ever popular **Toyota Hands On Contest**, **The Washington Auto Show/DC Lottery Second Chance Drawing**, and the **McDonald's Restaurants/Apple Ford** contest to win a 2006 Ford Fusion.

The lineup of sports and entertainment celebrities is truly impressive (See Coming Attractions, page 3). A full schedule of day-to-day events and live action from the show are available online at [www.washingtonautoshow.com](http://www.washingtonautoshow.com).

### AutoTrader.com Day

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mately 3pm. AutoTrader.com makes it easy for consumers to enter the Auto Show with discounted admission on January 27th. To receive \$4 off adult admission on AutoTrader.com Day, consumers simply need to visit the website and select and print any page there from. In the company's booth, celebrity sports stars and guests will be on hand to greet visitors.

"We welcome AutoTrader.com to our premier team of Washington Auto Show sponsors," said Washington Auto Show Chairman George Doestch, president Apple Ford. "AutoTrader.com is a welcome addition to the Auto Show and will add to the excitement of the event."

"The Washington Auto Show has gotten bigger and better every year, and we're delighted to be part of this dynamic effort. Consumers can visit the AutoTrader.com site before the show for discounted admission and visit the AutoTrader.com booth while at the show to learn and win," said Chip Perry, president and chief executive officer, AutoTrader.com.

Complete rules and entry guidelines for the AutoTrader.com/Washington Auto Show Sweepstakes are available online at [http://www.washingtonautoshow.com/contest\\_rules/AutoTrader-contest\\_rules.html](http://www.washingtonautoshow.com/contest_rules/AutoTrader-contest_rules.html).



**AutoTrader guest  
Redskin legend  
Darrel Green.**

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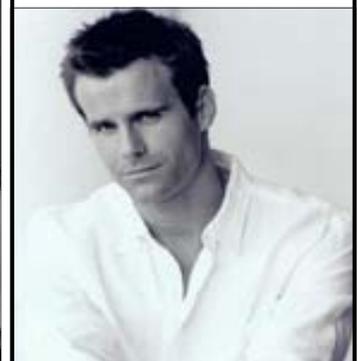
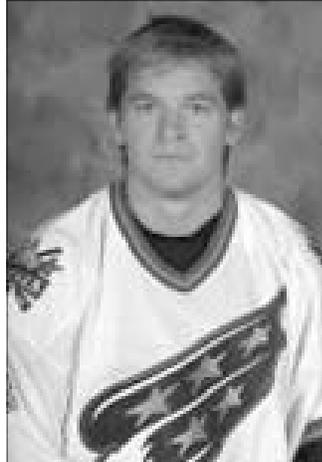
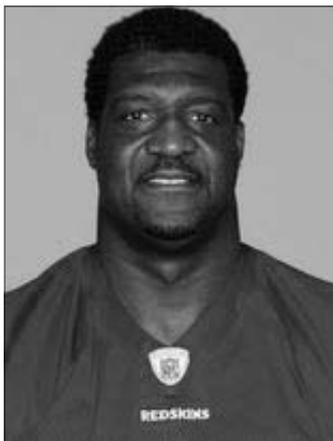
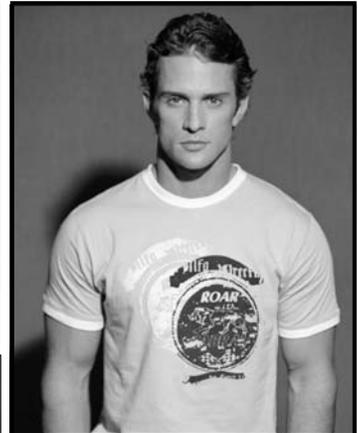
# Coming Attractions



Lots of auto shows feature hundreds of showroom models. But how many have a Stryker military tank or a 1944 Dodge WC-56 Command Car, not to mention a lineup of sports and entertainment celebrities second to none. The Washington Auto Show is different. It's bigger. It's better. What follows is a glimpse of what's in store.

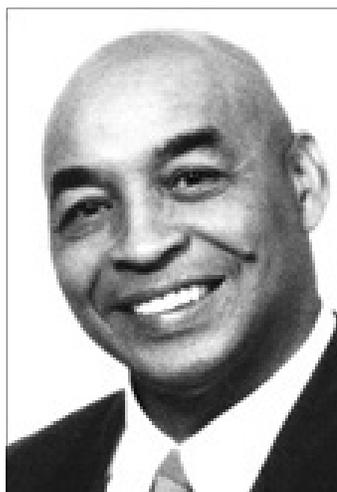


Special attractions: Stryker tank (left) and 1944 Dodge WC-56 Command Car



Sports stars appearing at the show include (above from left) Chris Samuels and Ray Brown of the Redskins (sponsored by Autotrader.com) and Captain of the Washington Caps, Jeff Halpern. Below (from the left), 15 time *Global Billiards Champion* Jeanette Lee, former Harlem Globetrotter Curly Neal, and WWE Champion John Cena.

Soap Stars David Fumero (top), *One Life to Live* and Cameron Mathison, *All My Children* will also greet fans at the show.



**WANADA Members Invited to  
Washington Auto Show Media Lunch  
with Tom Purves, president/CEO BMW, USA  
11:30 Wed. Jan 25, 2006, Washington Convention Center**

All WANADA members are cordially invited to attend the media day luncheon of the upcoming Washington Auto Show as the association's guests. This event is part of a full day of autoline/exhibits, media announcements and events. International Media Day commences in the morning of Wed. Jan. 25, and goes into the afternoon. Later that evening, is the Congressional Gala and Charity Benefit on the floor of the auto show at large. Along with a *FAX BACK* on the media day lunch, enclosed is a schedule of activities.

**Attention Product Specialists Working the Auto Show!**

**Product Specialists Reception  
Saturday Jan. 28, 9:00 pm – 1:00 am,  
LOVE, 1350 Okie Street, Washington, D.C.**

Product specialists at this year's Auto Show are invited to attend a private reception for cocktails, munchies and plenty of camaraderie in a private VIP area of the popular LOVE nightclub. Located proximate to the Convention Center (shuttles between the center and nightclub will be offered from 9:00 pm to 1:00 am for those who have been on their feet all day). More information will be forthcoming when product specialists pick up their credentials at the Auto Show next week.

**Last Chance Reminder!**

**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. See the information sheet and registration form enclosed with the mailed Bulletin, or call Barbara Martin at WANADA, (202) 237-7200.

**Thought for the Week...**

*The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.*

**-Martin Luther King Jr.**

**Enclosures:**

- 2006 WANADA Tag & Title Seminar information sheet and registration form
- *FAX Back* RSVP to the Auto Show Media Lunch with Tom Purves, Pres/CEO BMW/USA, Jan. 25, 2006, WCC