

THE WANADA BULLETIN

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

WANADA Bulletin # 30-04

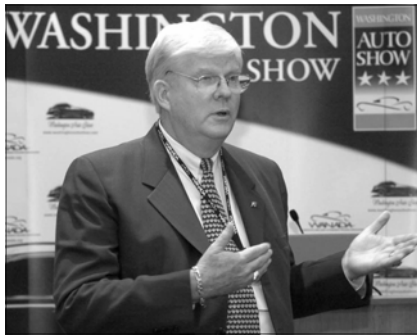
July 28, 2004

2006 Washington Auto Show to Get New Dates: Jan. 23-29

Exhibitors and Media Enthusiastic About 2005, 2006 Show Plans

Seeking to gain greater involvement by Washington lawmakers and regulators, Auto Show Chairman George Doetsch announced at last week's media and space draw meetings that the Washington Convention Center had approved new dates for the 2006 Washington Auto Show (WAS), from January 23 to January 29. The 2005 WAS will remain in the traditional holiday schedule, December 26, 2004 to January 2, 2005.

"The theme of this year's show will be 'Driven by Design,' which will highlight the market and technological trends in our industry and serve as a



**Auto Show Chairman
George Doetsch**

platform to launch the 2006 show," said Doetsch, president of Apple Ford, Columbia, MD. "So we will be planning both shows as we go forward."

Doetsch explained that with

Congress and federal regulators serving as silent partners to automakers by mandating vehicle safety, clean air and fuel economy standards, the new dates for the 2006 WAS will offer "a unique opportunity to showcase all the technological advances made by automakers in these and other areas. It also will allow much greater participation by members of Congress, who are out of session and out of town during the current holiday schedule. And with these new technologies, we expect the 2006 dates to pull manufacturers into the show in a way they have never been involved before," said Doetsch.

(Continued on page 2)



Auto Show Manager Bob Yoffe (at the board) with auto-maker line reps at the space draw for the 2005 Washington Auto Show.

DEALER ASSOCIATION UPDATE:

Association Heads Powwow at Summer ATAE Meeting

Auto Show, F&I, Regulatory Issues Top Agenda

For auto dealer association CEOs and senior staff from across the country, the Annual Summer Conference of the Automotive Trade Association Executives (ATAE) provides the unique opportunity to come together to discuss the national dealer agenda on government and industry relations and compare notes on successful state and metro association programs and services of mutual interest. Association heads, including WANADA CEO Gerry Murphy, also get to hear from senior NADA staff and prominent government and industry authorities on the major

(Continued on page 3)

Inside...

- 2004 Auto Show: A Show of "Firsts".....p.2**
- VA MVDB Focuses on Tags & Titles.....p.3**
- Toyota, NASCAR, NHTSA Safety Campaign.....p.4**
- Moore Cadillac Raises \$6,500 for Youth..... p.4**
- Techs Need to be Aware of New Oils.....p.4**

(Continued from page 1)

“Not only do we now have the floor space in this great new convention center, we have the venue to take the Washington Auto Show to the next level and make it a truly international event,” Doetsch added. He also noted that the initial response from members of Congress and auto manufacturers “has been exceptionally receptive.”

(These points were also made in the July 18 column by Washington Post auto writer Warren Brown entitled “Overhaul Could Supercharge DC’s Auto Show,” which is enclosed with this WANADA Bulletin.)

Based on the record-smashing success of the 2004 WAS (see box below and the enclosed '04 collage), Auto Show Promotional Director Barbara Pomerance said that the 2005 show will focus on “thematic opportunities to draw attendees” in the areas of safety, technology and energy, as well as traditional Washington Auto Show themes that include family activities, celebrities and famous automobiles. The key is to make this year’s promotions “exciting, fun, and creative,” she told the 70 media advertising and 50 manufacturer line representatives who attended the two meetings.

Going into the second year in the new *2.3 million square foot* Washington Convention Center, Auto Show Manager Bob Yoffe highlighted the unlimited potential the center offers for first tier exhibits, including 725,000 square feet of exhibit space on two levels covered by 30-35 foot high ceilings throughout.



At a WANADA Auto Show Committee meeting are, from left, Charlie Stringfellow, Bob Yoffe, Don Bavely, Tammy Darvish, George Doetsch and Gerry Murphy. Morty Zetlin (not pictured) also attended. Below, Sean Sullivan of The Washington Post shows off last year’s official auto show program. The Post will also do two special sections for this year’s show and a special deal for advertisers that combines print and online promotions.

He also spoke of the “excellent relationship” that exists with the center.

Yoffe presented the floor plan for the 2005 WAS (also enclosed). This year’s allocation was again based on a true space draw, with exhibitors requesting the most space getting the first choice. Line groups reconfigured the floor plan exceeding slightly the space taken by line groups in 2004, the first year in the new center.

Much more is planned for the 2005 WAS, and The WANADA



Bulletin will bring you all the developments as they unfold. For more information on the 2005 Washington Auto Show, contact WANADA’s Tom Mann at (202) 237-7200, or Barbara Pomerance at (404) 262-7811.

The 2004 Auto Show: A Show of “Firsts”

A longer run, a magnificent new venue and more than 50 special events, entertainers and promotions helped drive attendance to record levels for the 2004 Washington Auto Show. At-a-glance, the show featured:

- 23 broadcast promotions
- 9 car give-a-ways
- 38 celebrity appearances, including NASCAR Winston Cup Champion Matt Kenseth and former Redskins Darrell Green
- 15 pro sports and children's movie mascots
- 40 local musicians showcased on the XM Satellite Radio Stage, with a huge range of entertainment styles
- Unprecedented response from news media, yielding 85 broadcast stories including Armed Forces Radio and TV Networks and national cable stations.

The 2004 show also forged important new partnerships with the downtown business development groups that yielded almost 100 banners in the downtown area; the Washington Convention and Tourism Corporation; Wendy's Restaurants for discount coupon distribution; XM Satellite Radio; Exxon Mobil; DC Lottery; Metro; Simply Wireless and BB&T.

DEALER ASSOCIATION UPDATE:

(Continued from page 1)
issues of the day.

The July meeting, held this year in Colorado Springs, CO, featured the following highlights:

- The ATAE Conference opened with a comprehensive meeting of the Auto Shows of North America (ASNA), an adjunct group formed under the auspices of ATAE several years ago, and chaired by Rod Alberts of the Detroit Auto Dealers Association, producers of The North American International Auto Show. The session brought together auto show producers, including the WANADA-sponsored Washington Auto Show, with auto show contractors to discuss the latest developments, services and products. This year's session also included presentations by top auto show officials from GM, Ford, Daimler-Chrysler, Honda and Hyundai, followed by informative, candid roundtable discussions. WANADA was a finalist in "The best promotional idea" competition by presenting The Hands On Contest.

- The Executive Business Session featured overview reports from NADA Chairman Charley Smith and NADA Vice Chairman Jack Kain on top industry relations, dealership operations, legislative, regulatory and legal issues, such as new privacy and fax regulations and the F&I department scrutiny that has been in the media recently. The session also included reports from the ATAE Com-

mittees on ASNA, AYES, and NADCF (National Auto Dealers Charitable Foundation), as well as separate state and metro association meetings.

- The General Session featured presentations by Bob Cosmai, president and CEO of Hyundai Motor America, who spoke about his company's growth and retail strategies. The session also included a report from the Title Fraud Task Force and a comprehensive national legal and regula-

tory presentation by NADA Public & Legal Affairs COO Bill Newman.

- The final day included reports by Automotive Retailing Today officers, and an engaging F&I panel discussion of hot topics and developments in automotive finance featuring experts from ATAE, NADA and the American Financial Services Association.

VA MVDB REPORT**Dealer Board Focuses on Title & Tag Issues**

At the July meeting of the Virginia Motor Vehicle Dealer Board (MVDB), D. B. Smit, commissioner of the MVA as well as chairman of the MVDB, discussed the DMV's task force studying titling and tag issues. The principal focus will be on 30-day tags, including tag distribution to dealers and proper issuance to customers. Commissioner Smit announced that he would report to the Motor Vehicle Dealer Board at its September 13, 2004 meetings concerning the actions of the task force.

The MVDB considered potential legislation to allow the board to regulate and take action because of repeated issuance of 30-day tags to vehicle purchasers who are not able to title their vehicles. The MVDB chose to take no action on this pending the Commissioner's task force report.

In other actions, the MVDB considered legislation to require dealers to **pay off liens** on trade vehicles within a specified time. A number of board members expressed concern that such a requirement would be unworkable because of the problems that may arise in deals that delay payoffs and could be harmful to consumers by requiring a payoff even before a deal is completed. The MVDB agreed to take no action on the suggestion.

The MVDB also considered regulations concerning **educational standards for dealer applicants**. The proposed standards would require dealer operator applicants to follow a course of study and would require the test to be substantially increased. The MVDB determined to take no action on this matter, recognizing that any changes would have to go through the state regulatory process that could take up to two years. The MVDB will consider this matter at future meetings.

LAST WEEK AROUND TOWN:

Toyota Partners With NHTSA and NASCAR to Promote Traffic Safety

From left, NHTSA Administrator Jeffrey Runge, M.D., Toyota Motorsports Vice President Jim Aust and Gary Nelson, managing director of Competition for NASCAR, teamed up last week to attach a "Buckle Up" decal to the B-pillar of Robert Huffman's No. 12 Toyota racing truck. Each Toyota truck in the Craftsman Truck series will sport the decal as part of a safety campaign to promote seat belt use, particularly among young pickup drivers who represent a group least likely to buckle up.

Later that day, Aust gave a presentation on the involvement and growth of Toyota Motorsports at the Washington Automotive Press Association luncheon.

Moore Cadillac HUMMER Raises \$6,500 for Youth Group

The Moore Cadillac HUMMER Summer Showcase raised \$6,500 for Youth For Tomorrow, a residential home in Bristow, Virginia, for at-risk teenagers founded by Washington Redskins Coach Joe Gibbs. The event was held Friday, July 16, at Reston Town Center. Pictured here, General Sales Manager Jeff Doughty of Moore Cadillac HUMMER (left) presents the check to Youth For Tomorrow Chaplain Denny Glusko (third from right) and YFT residents (left to right) Matt Eklof, Alissa Mathis, Geomara Ayala and Dayquan Reels.



Techs Need To Be Aware Of New Oils

Model year 2005 vehicles will have new advances in technology, and many will also use new GF-4 motor oils, according to NADA. The service departments of dealerships that sell DaimlerChrysler, Ford, GM, Honda, Isuzu, Mazda, Nissan, Subaru, Suzuki and Toyota vehicles will be affected by the change. The new oils should help improve engine performance, decrease emissions and increase fuel economy. Techs should use motor oils of the appropriate grade and viscosity and labeled with the American Petroleum Institute "starburst." For more info, go to api-ep.api.org/filelibrary/ACF2AD.pdf.

Staying Ahead...

Ability will never catch up with the demand for it.

—Malcolm Forbes

Enclosures:

- Auto Show/Convention Center Floor plan
- Warren Brown article, "Overhaul Could Supercharge DC's Auto Show"
- 2004 Washington Auto Show Collage (A tour of the show in photos)