

WANADA Bulletin # 31-06

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2007 WASHINGTON AUTO SHOW UPDATE

WAS Space Allocation Meeting Exceeds Expectations

Building on Success, WANADA Rolls Out New Plans & Promotions to Exhibitors & Media



Auto Show Manager Bob Yoffe (left) explains DC Convention Center floor plan to manufacturer line reps at the space allocation draw for the 2007 Washington Auto Show.

"The 2007 Washington Auto Show (WAS) got off to a roaring start with our space allocation meeting that exceeded all expectations," said Auto Show Manager Bob Yoffe, who noted that last week's meeting resulted in the "highest exhibitor participation and excitement of any Washington Auto Show to date."

In separate meetings on July 27, exhibitors and media representatives responded enthusiastically to the proven new format and success of last year's show – which was held later in January for the first time – and to plans for the 2007 WAS, which will be held Jan. 24 - 28, 2007 at the spacious Washington Convention Center for the fourth year.

Media Preview Day will be on Tuesday, Jan. 23, followed by the annual Congressional Gala and Charity Preview, which will benefit many area charities and draw many Members of Congress and policymakers. Plans are also underway for a "Congressional Family Afternoon" for lawmakers and their families, as well as a major manufacturer Media Day symposium on alternative fuels and advanced technologies – in keeping

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GOOD NEWS IN CONGRESS!

New Bill Would Red Flag "Total Loss" VINs for the Life of a Vehicle

NADA's efforts to make America's roadways safer by protecting consumers from purchasing flood and salvage vehicles took a big step forward as a senior lawmaker introduced legislation, S. 3707, requiring insurance companies to make total loss information commercially available.

As Senator Trent Lott, (R-MS), chairman of the influential Surface Transportation Subcommittee of the Senate Commerce Committee, noted in his weekly column announcing introduction of the legislation, the bill "will make available to consumers information about

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"We are all about partnerships," Auto Show Promotions Manager Barbara Pomerance announced to media buyers at an evening reception.

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with the theme of the show.

The Congressional Auto Show

"Building on the grand success of last year's show, we are steadily transitioning to become 'The Congressional Auto Show,' involving *official* Washington along with diplomats and the auto industry at large," said WANADA CEO Gerard Murphy. "We are unique among auto shows worldwide as the hometown of Congress and the federal regulatory agencies, which, like it or not, are partners in automotive design.

"Once again our focus will be on advanced technology with a key goal to inspire more dialogue on automotive design between lawmakers and the auto industry," Murphy added. "And our greatly improved displays reflect Washington's burgeoning tier one status."

Murphy also pointed out that The Washington Auto Show has the strategic support and cooperation of city officials, the

Washington Convention Center and the Washington Convention and Tourism Corporation (WCTC) in building and promoting the show to tier one status. Mayor Anthony Williams will head a WANADA delegation visiting the Paris Auto Show this fall as part of the industry networking WANADA has pursued at leading global shows.

WANADA has also made numerous visits to automakers at their headquarters and to their government affairs representatives in Washington, and is partnered with leading dealer and manufacturer associations based in Washington.

Customized Promotions

Auto Show Promotions Manager Barbara Pomerance recounted the highlights of last year's WAS, which included 85 promotions, 12 car giveaways and 14 new vehicle introductions. (See the 2006 WAS photo collage enclosed with this Bulletin.) For 2007, she explained,

the show will feature bigger, more dramatic exhibits; special private and/or public show features or events; games and giveaways; and customized promotions using media partners to help sell the show.

As part of the enormous strategic marketing and promotional support for the 2007 WAS, *The Washington Post*,



The Washington Post's Carla Taylor holds up last year's official Auto Show program produced by the Post.

The Washington Times and the *Suburban News Network*

will again have feature special sections. Exhibitors and media partners were also encouraged to utilize and link to the WAS website, www.washingtonautoshow.com, which receives millions of hits before, during and after the show.

"We are all about partnerships," said Pomerance. "Call us.



Deborah Cover-Lewis of Media Vision will negotiate the show's media buy.

We can assist you with your goals!" Because of the extensive weekend crowds

last year, Deborah Cover-Lewis of

Media Vision, who will negotiate

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Prior to the space allocation and media buyer meetings, the Washington Auto Show Committee met to review plans for the 2007 show. From left, WANADA CEO Gerard Murphy; Tamara Darvish, DARCARS; Dennis Rippeon, Ourisman Automotive; Don Bavely, Rosenthal Automotive; WANADA's Tom Mann and John O'Donnell and Charles Stringfellow, Brown's Automotive. Not pictured are committee members George Doetsch, chairman, Apple Ford; John Ourisman, Ourisman Automotive; Daniel Jobe, Capitol Cadillac; Kevin Reilly, Alexandria Hyundai and Nick Scanniello, Euro MotorCars.

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the show's media buy, urged media reps to use their promotions to get people in during the week. "Weekends take care of themselves," she said.

She also suggested more third party tie-ins and endorsements, celebrities and sports stars, and greater use of new media (pod casting and streaming, listener e-mails, video downloads, web banners, even text messaging) to "motivate audiences to come to the new auto show."

Holding the Line on Exhibit Costs

Auto Show Manager Bob Yoffe pointed out that hot on the heels of last year's successful event, automakers have expressed their intention to upgrade and expand their exhibits in this year's show.

To assuage cost concerns, Yoffe announced that the rate for exhibit space only will remain the same as last year, and drayage rates will actually decrease.

He was quick to emphasize that many opportunities remain



The day's events also included a planning meeting with the Washington Convention and Tourism Corporation and Washington Convention Center staffs.

for exhibitors to enhance their displays and conduct related meetings and events in the new 2.3 million square foot Washington Convention Center. The center includes 725,000 square feet of exhibit space on two levels with 30-35 foot high ceilings throughout, as well as free "salon" space and 36,000 square feet of lobby space.

Yoffe encouraged automaker reps to use the show for new model intros, more concept cars, promotions, giveaways and celebrities. "We will work with you to help promote products and the show," he said.

This year's allocation was again based on a true space draw, with

exhibitors requesting the most space getting first choice.

Much more is planned for the 2007 show, and *The WANADA Bulletin* will bring you all the developments as they unfold. For more information on the 2007 Washington Auto Show, contact Barbara Pomerance at (800) 697-7574, or Bob Yoffe at 800-963-3395.

FOOTNOTES**N.A.D.A. Official Used Car Guide® Consumer Edition Available At Wal-Mart**

Buyers at many Wal-Mart stores will now be able to be on the "same page" as automobile dealers when it comes to purchasing vehicles according to The N.A.D.A. Official Used Car Guide® Company (N.A.D.A.). "N.A.D.A. is very pleased to provide millions of Wal-Mart customers with valuable information to help them make the best decision possible when buying or selling a used car," said Stephen Pugh, senior operations director of the N.A.D.A. Official Used Car Guide® Company. Each quarterly edition provides N.A.D.A.'s trade-in, retail and high retail values for passenger cars and light-duty trucks for ten model years, 1996 - 2005. This pocket-sized tool is available at a suggested retail price of \$9.95.

"Having the presence of this book in Wal-Mart will continue the growth of our positive exposure and branding," said Pugh.

AYES Places 10,000th Tech Intern

Automotive Youth Educational Systems (AYES), the automotive industry partnership that helps train auto technicians, recently placed its 10,000th intern. The US Department of Labor says 32,000 entry-level technicians will be needed each year through the end of the decade. "The continual growth of this program and the placement of even more skilled technicians are extremely critical for all of us in the automotive industry," says Rick Wagoner, GM chairman and CEO and current chairman of AYES. "We want to add our congratulations to AYES on placing its 10,000th student," said NADA chairman William Bradshaw. "AYES addresses one of our industry's highest priorities for the future by preparing a new generation of auto technicians for rewarding careers."

New "Total Loss" Vehicle Bill *(Continued from page 1)*

automobiles declared a 'total loss' by insurance companies. This legislation is particularly needed in Katrina's wake, but it's hardly a new problem. Even without the influx of Katrina-damaged cars, thousands of wrecked, flooded or stolen automobiles are sold every year with clean titles to unsuspecting consumers."

The legislation is a new approach to the growing problem of salvage title fraud, which occurs because state motor vehicle titling laws are confusing and incomplete, and no central database exists to "red flag" all of the problem vehicles. Last year, over 5 million vehicles were totaled, including an estimated 500,000 from the Gulf hurricanes, yet many of these cars still have a clean title.

David Regan, NADA vice president of legislative affairs added: "NADA strongly supports Senator Lott's legislation to help "red flag" totaled vehicles forever. Senator Lott is known as a longtime champion for addressing problems related to salvage title fraud and with the hurricanes in the gulf region he is uniquely positioned to address the problem of flood vehicles."

Thought for the Week...

No other auto show venue has Congress and that's why Washington is moving to the top of the industry global circuit

—George Doetsch,
Chairman, Washington Auto Show

Enclosures:

- 2007 WAS Floor Plan, July 27, 2006
- 2006 WAS Photo Collage