

**THE 2006 WASHINGTON AUTO SHOW**

## Energy Secretary Bodman, BMW CEO Purves, ABC's Cokie Roberts Headline Show Opening

### U.S. Pledges \$119 Million to Advance Fuel Cell Technology



U.S. Energy Secretary Sam Bodman (left) with WANADA CEO Gerard Murphy and Auto Show Chairman George Doetsch at the opening day press conference.

WANADA's vision to elevate The Washington Auto Show to the tier-one level on the industry circuit got off to a strong start Tuesday when Energy Secretary Samuel W. Bodman opened the show with a press conference at the Washington Convention Center. Secretary Bodman announced \$119 million in funding and a research "roadmap" aimed at identifying and overcoming the technical and manufacturing

*(Continued on page 2)*

### Inside...

Gala Highlights.....pp.3&4  
Media Day Highlights.....p.5



BMW CEO Tom Purves was the keynote speaker at the Media Day luncheon.

### Purves: Competitive Advantage vs. Regulation

"Competitive advantage sells cars. And more than ever, consumers care about safety, fuel economy and the environment," BMW President and CEO Tom Purves told reporters at this week's Media Day Luncheon.

Carmakers know this, he added, "And that is why each manufacturer is striving to build

*(Continued on page 6)*

### Congressional Gala Well Attended and Received by Washingtonians

With ABC political commentator Cokie Roberts acting as emcee of the VIP segment of the Congressional Gala, members of Congress, their lieutenants, and city and regional leaders in attendance came together for a special showing of The Washington Auto Show.

Thousands of invited guests from government, industry, the business community and embassies turned out to benefit seven Washington charities, take in the new automotive technology, and just have a good time. See pages 3 and 4 for a photo tour of our best ever Congressional Gala.



ABC political commentator Cokie Roberts hosted the Gala's VIP Reception.

### The Washington Post and washingtonpost.com Longtime Washington Auto Show Partners

The Washington Post and washingtonpost.com, official partners of The Washington Auto Show, enter their eighth year as auto show program and online sponsors, as well as sponsors of The Washing-

*(Continued on page 2)*

## THE 2006 WASHINGTON AUTO SHOW

## Sec. Bodman

(Continued from page 1)

challenges associated with the further development of commercially available hydrogen fuel cell vehicles.

After a quick tour of the show floor with Auto Show Chairman George Doetsch and WANADA CEO Gerard Murphy, Bodman told a large gathering of media that “investments in fuel cell and hydrogen research today will enable America to lead the world in developing clean, hydrogen-powered automobiles that will reduce our dependence on imported oil. This funding will help overcome technical barriers and bring hydrogen and fuel cell technology from the laboratory to the showroom.”

Bodman announced that the Department of Energy (DOE) will provide up to \$100 million over four years for research projects to improve fuel cell components, and \$19 million in federal funding over five years to projects that will do research on polymer membranes, an integral part of a hydrogen fuel cell system. The goal of this research is to improve performance and durability and to lower the cost of these technologies by 2010.

Bodman also unveiled DOE’s *Roadmap on Manufacturing R&D for the Hydrogen Economy*, an 80-page document that addresses challenges to manufacturing, storage and production of fuel cell technologies and R&D solutions.

While hydrogen fuel cell



Sec. Bodman’s auto show press conference was a major media event in DC.

technology has the potential to dramatically reduce vehicle emissions as well as America’s dependence on foreign oil, barriers to commercialization continue to exist. Both the *Roadmap* and \$119 million in funding announced seek to address these challenges over the next ten years with the goal of mak-

ing vehicles powered by hydrogen available in showrooms by 2020.

This latest funding is part of the \$1.2 billion Hydrogen Fuel Initiative by the DOE, which Bodman said has already lowered the cost of fuel cell technologies by 60 percent. Further information is available at: [www.hydrogen.energy.gov/](http://www.hydrogen.energy.gov/).

## The Washington Post Partnership

(Continued from page 1)

ton Auto Show Congressional Gala.

“We are pleased to continue our long-term partnership with WANADA and The Washington Auto Show,” says Bo Jones, publisher of The Washington Post. “Of special significance is our sponsorship of the Auto Show Congressional Gala, which benefits many of the area’s health-care and children’s charities.”

The Washington Post also sponsored a new initiative this year, “The Washington Auto Show Drawing Contest,” which invited children (ages 6-12) to create the car of the future. Winner Evan Gaskin, 11, earned a \$500 savings bond, \$500 in art supplies for his school, and the excitement of seeing his design featured on the cover of the *Official* Auto Show Program.

The Washington Post has two booths at the Auto Show this year, one featuring writers and columnists from various Washington Post properties, including renowned automotive columnist Warren Brown, sports editor Emilio Garcia-Ruiz, and editor-in-chief Alberto Avendano of *El Tiempo Latino*. In addition, the [washingtonpost.com](http://www.washingtonpost.com) booth offers attendees an opportunity to participate in the “Pit Stop Challenge,” competing for the best time in changing a stock-car tire.



Washington Post  
Publisher Bo Jones

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# Media Day Highlights



The Media Day lunch (above) was well attended by reporters who came to hear BMW's Tom Purves as well as important press conferences, including (below in descending order) a presentation by General Motors on environmental and energy strategies; the unveiling of Volvo's limited edition VOR XC90 and VOR XC70 "Volvo Ocean Race" models; and the debut of Ford's E-85 Escape hybrid that runs on ethanol — the first of its kind.



## Mayor Gets His "Flipped Whip"

As previously reported, Mayor Williams picked out a Cadillac STS provided by Capitol Cadillac/ Hummer as part of the "Flip My Whip" promotion by Automotive Rhythms' Urban Restylin' Salon. Customized by E&G Classics and Big Boy Toys, the restyled STS was a big hit with the media.



The Chevrolet Tahoe Drive-away ringed the Convention Center before parading through Washington's central business district.



The Washington Post's Warren Brown (left) moderated AIADA's "Symposium on Sustaining Mobility in an Energy Challenged World Today," which featured a panel of government and industry experts who discussed energy technology and policy as well as recent developments and challenges for the auto industry in lieu of the surge in energy prices. Dealers on the panel included AutoNation CEO Mike Jackson and Don Beyer, vice president of AIADA.



## THE 2006 WASHINGTON AUTO SHOW

### Tom Purves *(Continued from page 1)*

the cleanest, safest, most economical car, commensurate with their brand values.”

Purves said no one technology will dominate the field, but BMW is betting on hydrogen power for the long term. In the interim he said various forms of hybrid technology will continue to emerge, as well as additional potential in the internal combustion and high performance diesel engines, which the company plans to bring to the U.S. market “sooner than later.”

As far as regulating the marketplace, Purves agreed that regulation can be a “force for good” but needs to “reflect common sense and be consistent.” He called CAFE standards a “blunt instrument,” and strongly opposed the move by some states toward fuel economy standards different from the federal standard. “The automotive industry is a national one...and should be regulated nationally. There should be one federal fuel economy standard,” he said.

In the area of safety, Purves pointed out that 75% of new cars are now available with head protection side airbags (50% more than 2004), and 51% are available with electronic stability control – 600% more than 2003. With fatality rates dropping to historic lows, BMW will continue to develop safety technologies but the emphasis will be on accident avoidance, Purves said.

Purves noted that BMW is celebrating 10 years of Roadster production at its plant in South Carolina, which represents a total investment of \$2.3 billion – “the best validation of BMW’s decision to start manufacturing in the U.S.,” he said.

Purves pointed out that the retail automobile business in the U.S. employs 1.129 million people with an annual payroll of over \$50 billion. “And at the retail level, the car industry is an excellent place to work,” he added. Purves strongly advocated the many benefits of technician development spurred on by the AYES program which he chairs. This opened the door to post-lunch dialogue with area dealers active in technician training initiatives that WANADA sponsors around the Capital Beltway.

In closing, Purves said the auto industry today is “delivering a new generation of advances to the marketplace — driven by demand from a sophisticated, informed customer. And in the race to sell our products to this consumer, competitive advantage remains the key to progress, and to success. I am truly optimistic that this industry's best days still lie ahead.”



### Staying Ahead...

*The Washington Auto Show, in my mind, has achieved tier-one status, thanks to the teamwork of a lot of folks in both the public and private sector — which makes us unique among international auto shows.*

—Mayor Anthony Williams