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of the Auto Show, Jan. 25-29
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The 2010 Washington Auto Show:

Bringing the Auto Industry, U.S. Government and Car Consumers Together on the Future of the Automobile in Society

The 2010 Washington Auto Show (WAS) and its organizers achieved what they set out to do on Public Policy Days, Jan 25-26, in bringing together the key public and private sector players who will decide how the auto industry will evolve in the years ahead. They also successfully assembled a show floor exposition that vividly displayed its direction, particularly within the Advanced Technology SuperHighway, the show's signature pavilion. Those attending Public Policy Days included leading industry executives, federal officials, congressmen, local elected representatives and affiliated auto industry associations. Together they produced one of the most meaningful public policy forums in the show's history.



WAS chairman Charles Stringfellow, Brown Automotive Group

"To have Alan Mulally, CEO of Ford Motor Company open this show and EPA Administrator Lisa Jackson do the same for the Advanced Technology SuperHighway, is the kind of line up that ranks Washington among the top global shows on the industry circuit," said WAS chairman Charles Stringfellow. Complete photo gallery [here](#).

A brief rundown of the significant events of the Auto Show's industry and media days follows. View these in conjunction with the WANADA Bulletin Auto Show Daily coverage (see click here box, above, upper right).



The Washington Auto Show “is important to Ford because of the constituents here,” says CEO Mulally



Alan Mulally, president and CEO of the Ford Motor Company, delivered the OEM keynote address at the Auto Show’s Public Policy Day, demonstrating why he is so highly regarded in the industry and why Ford is experiencing a renaissance. Introduced by WANADA

chairman and longtime Ford dealer George Doetsch, Mulally bounded onto the stage wearing a red Ford Cap and announced he was prepared to “take care of everyone’s car needs.” He then went on to describe how Ford decided to focus exclusively on the Ford Blue Oval and the goal of being “the best in class in every segment of the market.” In that process Ford went from having 97 nameplates to just 20, Mulally said, all while improving the fuel efficiency and safety of every one of them.

He went on to say “that the Washington DC Auto Show is so important to Ford because of the constituents here,” referring to Ford’s relations with the U.S. government, the reliable dealer network in the Washington area, and the “fabulous Ford customers” in the pivotal Washington new vehicle market. More photos [here](#)



WANADA chairman George Doetsch introducing Mulally



EPA Administrator Opens Advanced Technology SuperHighway

The Washington Auto Show “is known for showcasing groundbreaking green technology “

--US News & World Report



Dave McCurdy of the Auto Alliance making a point with Lisa Jackson (L) EPA administrator

EPA administrator Lisa Jackson made a return trip to The Washington Auto Show (WAS), this time to open its Advanced Technology SuperHighway, the show's signature pavilion dedicated to demonstrating the advances being made in vehicle safety, alternative fuel systems, emissions technology and state-of-the-art drive systems.

“Rebuilding the auto industry is part of rebuilding our economy,” said Jackson on the eve of President Obama's first State of the Union address. More on point, Jackson touted the Clean Cars Program, saying it “gave the automakers the certainty they were looking for” in fuel economy and emissions standards. Later, the administrator toured the show escorted by Dave McCurdy, president of the

Auto Alliance, Mike Stanton, president of AIAM Phil Brady, president of NADA, Damon Lester, president of NAMAD, Cody Lusk, president of AIADA, David Schutt, CEO SAE International, Brian Wynne, president EDTA and the leadership of WANADA headed by Charles Stringfellow, chairman of the WAS, George Doetsch chairman of WANADA and Gerard Murphy, producer of the WAS. More photos [here](#).

Energy Secretary Chu Announces \$1.4 Billion Loan to Nissan

“The 2010 Washington Auto Show *Electrifies Public*” --Voice of America



Energy Secretary Chu checks out the plug-in for the Nissan Electric LEAF as Mark Perry, EVP for planning at Nissan looks on.

Secretary of Energy Steven Chu came to the 2010 WAS to announce that the federal government has closed a loan agreement with Nissan to build its new LEAF electric car. The total of the loan is \$1.4 billion, which will be used to support the modification of Nissan's Smyrna, Tenn., manufacturing plant to produce the all electric Nissan LEAF, and the lithium-ion battery packs to power the vehicle. Secretary Chu, a 1997 Nobel *Laureate* in physics, also took the time to tour the Advanced Technology SuperHighway and discuss energy usage issues with some of the exhibitors. More photos [here](#).

The WAS **Green Car Summit** on Capitol Hill:

"Spotlight Shines Green at Washington Auto Show" --*The Detroit News*



The 2010 Washington Auto Show (WAS) got off to a rousing start, Monday, Jan. 25, as nearly 400 Washington policy advisors, congressional staff, auto industry representatives and others with an interest on matters related to the environment, energy independence and automobile design, packed into the Cannon House Office building Caucus Room for the 2nd Annual Green Car Summit.

Produced for The WAS by the editor of the Green Car Journal, Ron Cogan, the kick-off event involved a provocative panel discussion on the electrification of, and journey toward low emission vehicles and the infrastructure to support them. Moderated by *Washington Post* auto columnist Warren Brown, the panel included Stefan Jacoby, CEO, Volkswagen Group of America; Brian Wynne, president, Electric Drive Transportation Association; Jason Wolf, vice president, Better Place; Nancy Gioia, director, Global Electrification at Ford Motor Co.; Scott Becker, senior vice president, Nissan North America; Dr. Alan Lloyd, president, International Council on Clean Transportation and Kevin Czinger, president and CEO, CODA Automotive. More photos [here](#).



Auto Alliance president Dave McCurdy (L) confers with Rep. Frank Wolf (R-Va.) during the symposium



Panelists caucus in the Caucus Room: Warren Brown (L) Stefan Jacoby (C) and Ron Cogan (R)

Congress Joins WAS Public Policy Day

"Big Wigs Show for Washington Auto Show" -- *WTOP Radio*

House Majority Leader Steny Hoyer, (D-Md.) tours the Advanced Technology SuperHighway (ATS) with Ron Cogan of the Green Car Journal in tow (L) at the VW Golf TDI Clean Diesel display. Pictured lower right, Rep. Hoyer hears about the ethanol turbocharged



engine from Kent Niederhofer of specialty engine maker Ricardo, Inc. In total, Rep. Hoyer spent about an hour with show organizers in the ATS pavilion.



Other members of Congress attending WAS Public Policy Day were: Rep. Marsha Blackburn (R-Tenn.), below left, with Patrick Calpin of NADA. Rep. John Dingell (D-Mich., pictured right, at the right) visits with WANADA chairman George Doetsch (left) and Dave McCurdy of the Auto Alliance. Rep. John Campbell (R-Calif. bottom photo, pictured center) has a word with Phil Brady of NADA (R) and John O'Donnell of WANADA. For more photos click [here](#) and [here](#).



WAS “Sneak Peek” Reception & Preview Draws a “Capitol” Crowd

WANADA Dealer Party Sponsored by Comcast Spotlight and Enterprise



WANADA hosted several hundred of its members, friends and special guests at the annual Automobile Dealer Education Institute (ADEI) Celebration Reception during the “Sneak Peek” Preview on Tuesday Jan. 26, to launch The 2010 Washington Auto Show on a festive note. Numerous members of Congress, their staffs, Obama administration operatives, and representatives from every sector of the auto industry toured the show and enjoyed the spectacle of the evening. “We’d like to think the Sneak Peek Preview sets the tone for the whole of the Auto Show, and we were not disappointed with this Preview,” said WANADA chairman George Doetsch, Apple Ford.



DC Councilmember David Catania (center) and DC DOES Apprentice program director Lewis Brown (L) with WANADA CEO Gerard Murphy at the WAS Sneak Peek Preview.

For more photos [click here](#).



Bob Rosenthal, Rosenthal Companies (L) shares a moment with John Ourisman, Ourisman Automotive, and his wife Lisa

Student Day at the Auto Show: An Educational Experience



High School students from nearly every school district in the Washington Area got an eyeful of what the future of the auto industry looks like on Thursday, Jan. 28, as WAS *Student Day* offered a complimentary tour of the Auto Show to all students from area high schools in and around the Capital Beltway with an interest in auto tech and design; marketing; environmental sustainability; and public policy. “We think there is no better way for students to

learn how the world’s automakers are responding to societal needs for cleaner more fuel efficient and environmentally friendly transportation than touring The Washington Auto Show,” said Automobile Dealer Education Institute (ADEI) chairman Vince Sheehy. The WANADA dealer member reception at the Sneak Peek Preview, Tuesday evening Jan. 26, celebrated and benefited the ADEI foundation.



Vince Sheehy,
Sheehy Auto Stores,
chairman, ADEI

Ralph Nader Recognized by Keith Crain/*Automotive News*

Automotive Safety Advocate “...instrumental in saving lives”



Shown here with Keith Crain (L) and Nader is longtime “Naderite” Joan Claybrook, the head of Public Citizen and former administrator of the National Highway Traffic Safety Administration.

Ralph Nader, longstanding public interest and auto safety advocate, received the Keith Crain/*Automotive News* Lifetime Achievement Award at The Washington Auto Show.

The award, initiated last year, honors a public servant or “public citizen” like Nader, who has made profound and lasting contributions to the automobile industry. “More than any other individual

in North America, Ralph Nader has been instrumental in saving lives,” said Crain, editor-in-chief of *Automotive News*, in presenting the award. “He started the auto safety movement in this country in the 1960s and has been its foremost champion ever since.” For more photos click [here](#).



Ralph Nader (L) signs a commemorative copy of his seminal book *Unsafe at Any Speed* for Jack Fitzgerald, Fitzgerald Auto Malls

EDTA and SAE International Stage Joint Plenary Session at The 2010 Washington Auto Show

Among the
speakers at the
joint conference
of the Electric
Drive
Transportation



Association (EDTA) and SAE International was Mike Jackson, chairman and CEO of AutoNation, who called for higher taxes on gasoline in the U.S., comparable to those in Europe, to refocus consumer demand on smaller more fuel efficient vehicles as a strategy to wean America off its dependence on foreign oil. “The federal government might as well implement and benefit from higher taxes on gasoline as opposed to the OPEC nation’s continuing to benefit at America’s expense,” said Jackson.

Thought for the week...

“It ain’t braggin’ if it’s the truth.”

Joe White, Wall Street Journal, automotive writer
on The Washington Auto Show’s tag line,
The Automotive Seat of Power