

THE WANADA BULLETIN

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

WANADA Bulletin #46-02

November 18, 2002

AUTO SHOW SPOTLIGHT

Washington Auto Show – Much More Than Just Cars *Entertainment, Celebrity Guests & Special Events Delight All Ages*

With eight acres of “wheel to wheel” vehicles, 500 new makes and models, and 37 manufacturers eager to “show and tell,” it’s only natural to think that **The 2003 Washington Auto Show** is only about cars. Think again! This seven-day annual automotive showcase also delivers a full slate of entertainment, special events, celebrity guests, contests and promotions that will delight visitors of all ages.

With the theme “Driving the Future,” the 61st Washing-

ton Auto Show will celebrate the holiday season with scores of visitors from Dec. 26 – Jan. 1 at the Washington Convention Center. Entertainers appearing on the XM Satellite Radio Stage and special events at the auto show include:

- NASCAR Winston Cup driver **Sterling Marlin** opens the

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Wrestling star Rob Van Dam and the prototype Lexus sports car for the year 2054 pictured here are but two of the many and varied attractions at the 2003 Washington Auto Show.



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FINAL REMINDER!

WANADA Annual Meeting & Luncheon

This Wednesday, Nov. 20

With Keynote Speaker DC Mayor Williams

For more information call Trish Frisbee at WANADA, (202) 237-7200.

AUTO SHOW SPOTLIGHT

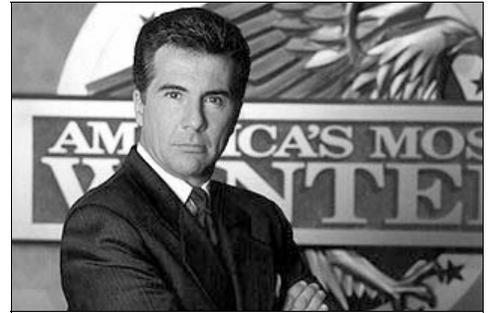
Auto Show *(continued from page 1)*

show on Wednesday, Dec. 26. Hear about his incredible 2002 season in the # 40 Coors Light Dodge. . . and the injury that has temporarily taken him off the fast track.

- It's "**Beat Dallas Day**" on Saturday, Dec. 28, with a host of fan-friendly events. All auto show patrons wearing burgundy and/or gold will receive \$1 off the ticket price. Once inside, the Redskins faithful will be treated to appearances from the **Redskinnette Cheerleaders**, former Redskins star **Mark Mosley** and other former Redskin standouts. WJFK radio will add to the fun with a Redskin Costume Contest.
- **Rob Van Dam**, World Wrestling Enterprises wrestler, takes center stage on Friday, Dec. 27.
- **Vincent Irizarry**, "All My Children's" Dr. David Hayward, will be at the show Monday, Dec. 30.
- **Family Day**, Sunday, Dec. 29, will highlight child safety with a rare live appearance by **John Walsh**, Fox's "America's Most Wanted" and NBC's "The John Walsh Show," from 11:00 a.m. – 2:00 p.m. Walsh will be on hand to talk with parents and answer questions. The **DNA LifePrint** child safety identification service, endorsed by Walsh, will also be offered free during Family Day, beginning at 10:00 a.m.
- **The Nickelodeon Rugrats Contest**, sponsored by Comcast on Sunday, December 29, will offer a lucky child and nine friends the chance to win a pizza party at the auto show with Chuckie and Angelica.
- **Rock It the Robot**, the popu-

lar nine-foot tall techno robot, will again have the run of the convention center for the entire auto show.

- Illusionist **Lawrence Gregory** will attempt to escape from handcuffs and chains to exit a 55-gallon water tank, twice daily on Monday, Dec. 30 – Wednesday, Jan. 1.
- **The Learning Channel's Monster Garage** will bring its machine building competition to the auto show for seven days of machine mastery.
- **Maximum Velocity**, will entertain with bike, flatland and roller blade stunts and tricks from Friday, Dec. 27 - Sunday, Dec. 29.
- From the world of sports, don't miss appearances by Washington Wizards mascot **G-Wiz** on Dec. 28 – Dec. 29 and by Washington Capitals mascot **Slapshot** on Dec. 27 – Dec. 29.
- Discount tickets (\$2 off adult admission on weekdays) will again be available at CVS/pharmacy® locations throughout



Star-studded lineup, John Walsh (top), Sterling Martin (above) and Vincent Irizarry (right).

greater Washington, D.C. On CVS/pharmacy Day, Dec. 26, anyone presenting a CVS Extra-Care Card will receive an additional \$2 off the adult admission.

For more information, call WANADA at 1-866-WASH-AUTO or 202.237.7200 or log on www.washingtonautoshow.com

Service Managers, Dealers: Satisfy Your Customers with the **Mobil 1® Auto Show Promotion**

The Washington Auto Show, Chesapeake Petroleum, and Exxon Mobil have teamed up to offer an exciting new program which will benefit both you and your customers.

Here's the deal: For each Mobil 1 oil change, your customer will receive one free adult ticket (\$8 value) to The 2003 Washington Auto Show. Last month, we mailed letters and "counter cards" to service managers explaining the promotion. WANADA urges dealers to display the counter cards in view of service customers and take advantage of this special opportunity to add value for your customers.

DEALERS IN THE SPOTLIGHT:

Lindsay Cadillac Sets Pace in Marine Corps Marathon

When he saw the notice in the July 29 WANADA Bulletin for “a few good dealers” to help sponsor the 2002 Marine Corps Marathon, Chip Lindsay jumped at the chance. A former Marine Corps officer and Naval Academy graduate, it was a great opportunity to exhibit the famed Corps’ motto, *Semper Fidelis*, serve his community and get some exposure in the process.

And so it was that Lindsay Cadillac Company was the automotive sponsor for the marathon, which occurred Sunday, Oct. 27 before more than 150,000 spectators that lined the 26.2-mile route, snaking past Washington’s many monuments and memorials. The well-marked Lindsay Cadillac CTS served as the official pace car for the mob of more than 18,000 runners who competed



As the automotive sponsor, Lindsay Cadillac Company set the pace (above) for more than 18,000 runners in the recent Marine Corps Marathon. Chip Lindsay and Gen. James Jones, Commandant of Marine Corps (right) with CTS pace car.



in the marathon, while a number of other Lindsay vehicles were in evidence along the route.

Important Insurance Notice:

WANADA Accepts New Dental Plan, Effective Jan. 1

WANADA’s Insurance Trust has accepted a solid, three-year offer from Denta-Quest to provide dental coverage for WANADA dealer members, effective January 1, 2003. WANADA will terminate its coverage with AETNA on December 31, 2002.

“The new dental plan offers a more cost effective premium, a larger provider network, comparable benefits and a three-year lock on premiums,” said John O’Donnell, WANADA Vice President of Insurance Programs. “*This is a good deal*, and I heartily encourage all dealers – whether your employees currently have dental coverage or not – to contact us and find out more about this great new plan.”

WANADA is mailing materials explaining the new dental plan to all current participants. Dealership benefit administrators at participating stores are already transitioning with WANADA staff members, who are lining up meetings.

For more information, contact John O’Donnell or Roberta Reardon at (202) 237-7200; or e-mail jod@wanada.org or rr@wanada.org.

FOOTNOTES:**Suggested Trash Bin for Nigerian Scam Letters**

It's hard to believe that anyone still falls for the obviously bogus letters and e-mails from Nigerian scammers offering millions to those poor souls who share their bank accounts with them. But according to a recent "The Color of Money" column by Michelle Singletary in The Washington Post, the letters and e-mails keep coming and there is no shortage of victims. (And if all the letters forwarded to WANADA are any indication, car dealers seem to be favorite targets.) To help build a data base and put an end to this annoying thievery, the U.S. Secret Service says forward e-mails to 419.fcd@ussstreas.gov (the site is named after the 419 section of the Nigerian penal code that addresses fraud schemes). Fax 419 con letters to (202) 406-5031. The feds are most interested in those who have been victimized by one of these schemes. Forward any written documentation to the U.S. Secret Service, Financial Crimes Division, 950 H St. N.W., Washington, D.C. 20223, or telephone the agency at (202) 406-5850.

Tax Breaks for Hybrids Likely to Die

A two-year effort to offer enhanced tax breaks and rebates to consumers who purchase vehicles with energy-saving technology will most likely die when Congress adjourns later this month, according to *The Detroit News*. While the Republican takeover in the Senate could produce a friendlier tax code when lawmakers return in January, the latest delay will be a disappointment for automakers and a coalition of environmental groups who have lobbied hard to make auto tax credits a key part of a new U.S. energy plan. GM, Ford and DaimlerChrysler consider the tax credits, up to \$4,000 per vehicle, crucial to help offset the high cost of making hybrid vehicles and to help build a viable consumer market for gas-electric hybrid and fuel cell technology.

Position Wanted:**Parts and Service Manager/Director**

Individual with 20 years experience in sales and service is interested in a position as a parts and service manager or director. The individual has a bachelor's degree in business administration and dealership management and resides in Montgomery County, Maryland. Anyone interested in this individual should call Tom Mann at the WANADA office, (202) 237-7200.

Staying Ahead...

It's all right to have a train of thoughts, if you have a terminal.

—Richard R. Bowker, American publisher (1848-1933).

Enclosures:

- *Snow Ball Auction Donation form*
- *Universal Underwriters Loss Prevention: Automotive Tire Recalls Concluded...But Liability Rolls On*