

WANADA Bulletin # 46-03

November 17, 2003

TRANSPORTATION MATTERS:

2004 Auto Show Inaugurates New Convention Center
WANADA celebrates "History with a Future" with Expanded Event



The countdown has begun for what WANADA can promise with certainty will be its most spectacular Washington Auto Show. The 2004 show will be the first to showcase more than 700 vehicles in the greatly expanded new Washington Convention Center.

"With the theme 'History with a Future,' the 2004 Washington Auto Show will celebrate many milestones," says George Doetsch, Washington Auto Show chairman and president of Apple Ford. "This will be our first auto show in the new Washington Convention Center. We're doubling the size of the auto show and extending the show's run by four days this year – from Friday, Dec. 26, 2003 to Sunday, Jan. 4, 2004. We're treating our visitors to the best of both worlds – some magical memories from the past alongside the hottest new cars and trucks for 2004."

Doetsch expects scores of auto show visitors to the new 2.3 million square foot Washington Convention Center, which includes 725,000 square feet of exhibit space, 150,000 square feet of meeting space and a 52,000 square foot ballroom that can accommodate 2,400 seated dinner guests.

"Now that the annual new car guides have

whetted consumer appetites, The Washington Auto Show will deliver the goods," adds Doetsch.

The 2004 show will delight car lovers, shoppers and tag-a-longs alike with a full slate of entertainment, celebrity guests, contests and consumer promotions for all ages.

Hands On Contest Honors U.S. Military

This year four new 2004 Toyotas will be up for grabs in the gripping Hands On Contest, including one reserved for a service man or woman serving overseas who will be represented in the contest by

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Expanded Snow Ball to Support Five Area Charities

The Washington Auto Show Snow Ball Gala will be "super sized" this year, celebrating its 16th anniversary with a larger venue and hundreds more patrons. The changes are designed to provide a greater charitable benefit to a record five area service organizations through the WANADA Community Support Foundation.

Sponsored by *The Washington Post* and BB&T, WANADA will host The Snow Ball Gala on Mon., Dec. 29, at the new Washington Convention Center for the benefit of the Boys and Girls Clubs of Greater Washington, the Boy Scouts of America, the American Red Cross of the National Capital Area, the R. Adams Cowley Shock Trauma Center National Capital Area Council, and the Parkinson Foundation of the National Capital Area.

One of Washington's holiday highlights, The Snow Ball Gala will welcome more than 1,500 WANADA members, community leaders and

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2004 Auto Show

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a family member here at home. Three models – an all-new Solara, a top-selling Camry and a hybrid Prius – will be



awarded to survivors of this annual endurance contest. A fourth model – the groundbreaking new Scion, which will not be available in the East until this spring – will be awarded to an especially intuitive on-looker who correctly predicts the winners. The contest will run from 10:00 a.m. on Sat., Dec. 27 to 6:00 p.m. on Jan. 1.

“Our U.S. military personnel serving overseas are always on our minds, and we know the holidays can be particularly stressful for their families,” says Doetsch. “Reserving one of the cars in the Hands On Contest for a military winner keeps their sacrifice at the forefront of our minds and enables us to have a brand new car waiting for one lucky soldier when he or she returns home.”

D.C. Lottery Offers Rewarding Second Chance



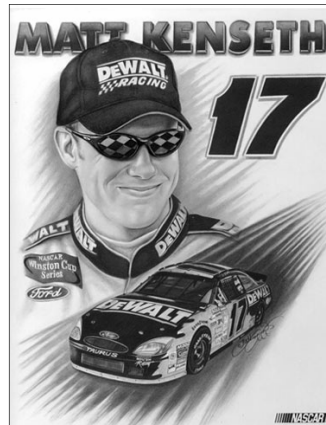
Everyone deserves a second chance and that's what you get with the fourth annual Washington Auto Show/D.C. Lottery Second Chance Drawing, which will award a 2004 Ford Thunderbird to one lucky winner. The partnership program will offer \$5 Auto Show Instant Scratch lottery tickets with a chance to win \$25,000 instantly. But don't throw away those non-winning tickets. The T-Bird winner will be drawn at random at 4:30 p.m. on Sun., Jan. 4 from those who enter non-winning instant tickets. The contest also offers a second prize of \$3,000 in cash and a third prize of \$1,500 worth of free gasoline.

Entertainment for All Ages

Knowing that some auto show visitors may just be along for the ride, organizers have planned entertainment and activity around every corner of the convention center's 2.5 million square feet.

NASCAR fans and all those who feel the need for speed will be treated to a special appearance by 2003 Winston Cup champion **Matt Kenseth**.

Entertainers and celebrity guests also scheduled to appear include: WWE wrestlers **Shawn Michaels** and **Trish Stratus**, *All My Children*'s **Cameron Mathison** (Ryan Lavery), live broadcasts by The Washington Post auto editor **Warren Brown** and **Bill O'Brien** from 630 WMAL, and Women's Pro Billiards champion **Jeanette Lee**.



For the kids there will be extreme sports motorcycle stunts by **FERE Entertainment**; nine-foot tall techno **Rock It the Robot**, and straight from the big screen, kids will flock to **The Cat in the Hat** and the **Grinch**, as well as **Frosty the Snowman** and **Tom Turkey**.

From the world of sports, the show will feature **Slapshot** from the Washington Capitals; **G-Wiz**, **G-Man** and **Air-Wiz** from the Washington Wizards; **Charm** from the Washington Mystics; **Edgar**, **Allen** and **Poe** from the Baltimore Ravens; **O-Bird** from the Baltimore Orioles and **Talon** from the DC United.

E-Tickets for Less.

Admission to the 2004 Auto Show will be easier, faster and cheaper thanks to new e-tickets available online at www.washingtonautoshow.com at a discounted

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price. At \$9, E-ticket buyers will save \$1 off the regular adult ticket price of \$10. The regular ticket price for senior citizens and military is \$8; and \$5 for children ages 6-12 (under age 6 – free), but WANADA is offering a range of other ways to save, including:

- Discount coupons for \$2 off adult admission on weekdays will be available at *Wendy's Restaurant* locations throughout the metro area.
- Military personnel will receive a \$2 per ticket discount when presenting a military ID.
- Those presenting a non-winning D.C. Lottery ticket will receive an additional \$1 off adult admission.

For more information on prices, scheduling and events, visit the Washington Auto Show online at www.washingtonautoshow.com.

Snow Ball (continued from page 1)

industry VIP's to the convention center's new ballroom, overlooking the auto show exhibit floor. Since its inception, The Snow Ball has raised nearly \$1 million for The Boys and Girls Clubs of Greater Washington and has achieved record contribution levels in recent years with the addition of a gala silent auction.

"We're taking every aspect of the Washington Auto Show to a higher level this year – literally. The Washington Convention Center's huge new ballroom gives us a bird's eye view of the show floor. More seating and more attendees means that we can provide more funding to five deserving and important charitable and service organizations," says WANADA board member Tammy Darvish, Snow Ball chairperson and general manager, DARCARS Toyota.

The Snow Ball will be preceded by a VIP viewing of the Washington Auto Show at the Washington Convention Center at 4:30 p.m., followed by a reception, dinner and dancing in the ballroom at 6:30 p.m. until 11:30 p.m. with music from Spectrum. Tickets for the Sixteenth Annual Washington Auto Show Snow Ball are \$350 per person or \$3,500 for a table of ten.

Invitations are being mailed. For more information, call Barbara Martin at WANADA, (202) 237-7200.

VA Dealer Board Hears eBay Bird Dog Issue

At its November 10, 2003 meeting, the Virginia Motor Vehicle Dealer Board (MVDB) heard a lengthy presentation on the eBay business model. However, the MVDB deferred consideration of the eBay model, particularly as to whether payments to eBay constitute Bird Dog fees. It is expected to remain an issue of concern.

In addition, MVDB committees took the following notable actions:

Expedited Proceedings. The MVDB voted to fast track proceedings involving salespeople and/or dealers who are convicted of felonies. The MVDB expressed its concern that, in the past, actions against those who plead to or have been convicted of felonies have been slower than the public interest deserves.

Truth in Lending Act. A dealership was fined \$1,000 for violations of Truth in Lending advertising requirements. Dealers are reminded that a violation of these requirements is a violation of Virginia law that is enforced by the MVDB.

Deceptive Advertising Program. The MVDB considered a program run by an advertising agency on behalf of a dealer that stated that cars would be available for \$5 without disclosing that another car had to be purchased to take advantage of the offer. Because of evidence that the dealer did not enforce the second purchase requirement, the MVDB ordered that only a warning be issued to the dealer.

Consumer Cash Rewards. The MVDB considered a promotion used by a dealer known as "Consumer Cash Rewards," under which the consumer can receive a reward up to \$10,000 after 39 months, if the consumer takes certain required steps prior to claiming the reward. The board considered whether the program itself constituted an illegal dealer rebate and whether the advertising for the program was deceptive because it did not adequately disclose the conditions that had to be met. The MVDB voted that the program was not a dealer rebate, but it did find that the advertising was deceptive and issued a warning to the dealer.

The next dealer meeting of the MVDB and its committees will be January 12, 2004.

DEALERS/TECH STUDENTS IN THE SPOTLIGHT

Aston Martin Opens First D.C-Area Dealership In Tysons Corner

Roger Penske, Jr. (left) was one of 300 invited guests on hand for the November 11th Grand Opening of Aston Martin Tysons. Located in the former American Café building at 8545 Leesburg Pike, the new state-of-the-art showroom has been designed to house Aston Martin's only dealership between Atlanta and Philadelphia. On display was the exclusive, hand-built Aston Martin collection, including the DB7 Vantage Coupe and Volante, the DB7 GT and the new Vanquish powered by a 6.0 liter V12 engine of up to 460 horsepower.

Off to a good start, Aston Martin Tysons President Robert Farrell (right) reports that a \$250,000 Vanquish was sold at the Grand Opening.



AYES Mentor Awards

"You're in good company with one of the best programs in the country," WANADA's AYES Coordinator Ric Glenn told students, participating AYES dealers and guests at the recent fifth annual Monroe Technology Center AYES Mentor Banquet held at J. Koons Pontiac-GMC in Vienna, VA. Everett "Peanut" Sutphin, a MTC tech instructor at the AYES-certified training facility in Loudoun County, may have summed it up best when he declared: "Technical training is the future of our country."

ACT Students Again Donate "Barney Van"

Last year students in the WANADA-sponsored Automotive Careers Technology program at Thomas Edison High School fixed up and donated a handicapped accessible 1988 Ford van to a Damascus High School teacher who had been paralyzed in a rock-climbing accident. The teacher returned the van after he was able to drive a hand-operated vehicle. The Edison kids decided it was again time to fix up and donate "Barney," so named because of its bright purple paint. This time the van went to Ms. Gwendolyn Hawkins (second from left), whose son Christian (in wheelchair) is a quadriplegic. She got the keys to Barney at a ceremony at Gaithersburg High School for Montgomery County's AYES program.



Thought for the Week...

The world is full of willing people, some willing to work, the rest willing to let them.

—Robert Frost

Enclosure

Universal Underwriters Loss Prevention *Avoiding Fire Losses While Servicing Gasoline Tanks*