

THE WANADA BULLETIN

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

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2005 Washington Auto Show: "Driven by Design" Last "Holiday" Show to Feature More Celebrities & Special Events



Preparations are well underway for the 2005 Washington Auto Show, an eight-day automotive extravaganza that will run from Sunday, Dec. 26, 2004 to January 2, 2005, and will build on the record-smashing

success of last year's show.

"With the theme 'Driven by Design,' we've planned a very special show for consumers this year," says George Doetsch, Washington Auto Show chairman and president of Apple Ford. "For our second year in the new Washington Convention Center, our 37 participating manufacturers have brought us the best of the upcoming model year, displayed with great innovation and excitement in this expansive, new venue.

"We'll pump up the excitement even more with eight days of new vehicle giveaways, consumer contests, special guests and entertainment, and a host of features especially for families," Doetsch said. "This is our last show in the holiday timeframe, and we want it to be a gift to area residents and visitors."

This summer, WANADA announced that beginning in 2006, The Washington Auto Show® (WAS) will move its show dates to late January, a change that propels the WAS to greater stature and benefits manufacturers, car lovers and the Washington business community. Next year, the

auto show will run from Jan. 23 – 29, continuing in late January through 2009.

Show Opens with Media Preview Day & Congressional Gala Evening, Dec. 20.

James E. Press, executive vice president and COO of Toyota Motor Sales, U.S.A., Inc., will open the 2005 Washington Auto Show as the

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The Washington Auto Show: Past, Present and Future

While a love of cars is now an American tradition, The Washington Auto Show was born of a very simple marketing goal. In 1921, a group of 20 Washington area car dealers and distributors planned the first show to sell the public on the virtue of the horseless carriage. From that humble beginning, The Washington Auto Show has truly been on the fast track in terms of growth and popularity.

Housed in a variety of area venues, the show was staged for 18 years in the DC National Guard Armory. The show has gone on hiatus only twice in over six decades – once for World War II and once more due to poor economic conditions in the 70s. The Washington Auto Show even captured presidential attention in the 1930s and was used by President Franklin Roosevelt to overcome seasonal buying peaks disrupting the economy.

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2005 Auto Show

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keynote speaker at Media Preview Day, headlining a full slate of introductions and special events for the media and VIP guests on Mon., Dec. 20 at the Washington Convention Center. Press will speak during the day's noon luncheon, co-sponsored by WANADA and the Washington Automotive Press Association .



Jim Press

The Washington Auto Show® Media Preview Day will be followed by the show's first-ever Congressional Gala from 6:00 p.m.-8:00 p.m., bringing together automakers, dealers and civic leaders with Washington's elected and government officials for the benefit of D.C. area health and children's charities.

Something for Everyone

Extensive Exhibits. Spread across the expansive halls of the new convention center there will be acres of new cars, trucks, SUVs and mini-vans



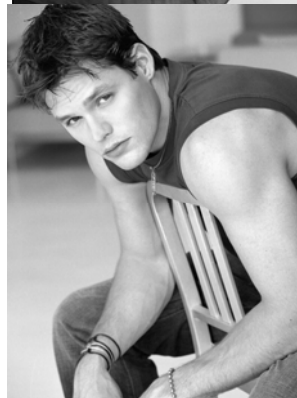
from all major domestic and import manufacturers. In addition to the hottest vehicles for the new model year, a sneak preview of what's to come is showcased by a collection of concept cars and prototypes. In every exhibit, product specialists will be available to answer questions on performance, styling, safety, technology and other specifics.

Entertainment for All Ages. Sharing the spotlight with all the new vehicles on display will be a variety of celebrity guests, entertainment, contests, children's attractions and interactive exhibits. Visitors won't want to miss:

- John Force, 12-time National Hot Rod Association Champion and drag racing's most prolific winner, Dec. 28.
- US soccer player Brandi Chastain, Dec. 29
- DC United's Freddy Adu, Dec. 30

- Benny Parsons, former NASCAR Nextel Cup Champion and NBC NASCAR commentator.
- Jeanette Lee, Women's Billiards Champion, the most recognizable pool player in the world, Jan. 1.
- Four of the hottest WWE Divas, including Trish Stratus, Stacey Keebler, Victoria and Lita.
- Brendan Hayward, Washington Wizards' rebounding and shot blocking star, Jan. 1.
- Alexa Havins, who plays Babe Chandler on *All My Children*, Dec. 26.
- Justin Bruening, *All My Children's* Jamie Martin, Dec. 26.
- The Washington Redskins Cheerleaders, Jan. 1.
- Maximum Velocity, Extreme Sports Stunt Team performing four times daily throughout the show.
- Twenty-five professional sports mascots and cartoon character walk-about, daily.
- Musical entertainment from the XM Satellite Radio Stage, daily.

Hands On Contest. Sponsored by the Washington Area Toyota Dealers and Classic Rock 94.7 *The Arrow*, the crowd-pleasing Washington Auto Show Hands On Contest will again put four new Toyotas "up for grabs" this year, including the hybrid Prius, named Motor Trend's Car of the Year for 2004; the top selling Camry LE; the all-new Tacoma Prerunner; and the new Scion TC. The Camry, Tacoma, and Scion TC will be up for grabs in the contest, while



Celebrities from top: Alexa Havins, Justin Bruening, and John Force.

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Hybrid Prius, one of four new Toyota "Hands On" prizes.

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the Prius will be awarded to a non-participating consumer winner who correctly predicts the other winners.

D.C. Lottery Offers Second Chance. For the fifth year, WANADA and the D.C. Lottery are partnering to offer the 2005 Washington Auto Show Instant \$5 Ticket with the chance to win up to \$75,000 instantly. In addition, there are three



Second Chance Hybrid Escape.

chances to win in the second chance drawing for which one non-winning instant ticket will be randomly drawn for the

grand prize – a 2005 Ford Escape Hybrid, courtesy of the Washington Area Ford Dealers. The second-place prize is \$3,000 in cash, and the third-place prize is \$1,500 worth of free gasoline. The cash and merchandise prize package for the 2005 Washington Auto Show Instant \$5 Ticket and Second Chance Drawing totals \$800,000.

McDonald's Offers Discount Tickets.

McDonald's® restaurants will serve as the auto show's retail partner this year, offering discount coupons for savings on admission at more than 353 participating McDonald's locations in metropolitan D.C., northern Virginia and suburban Maryland. Available the week prior to the auto show, McDonald's will distribute coupons for \$2 off weekday adult admission, and \$4 off on McDonald's Day at The Washington Auto Show®, Tues., Dec. 28.

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

Past, Present & Future

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The Washington Convention Center and The Washington Auto Show opened together in early 1983. By this date, the auto show had grown to require every available foot of display space, covering nearly eight acres – almost four times the physical size of the DC Armory shows with three times as many models.

Steady growth in size and prominence has made The Washington Auto Show one of the industry's most prestigious events. Since 1988, The Washington Auto Show has been held between Christmas and New Year's Day, garnering a tremendous base of loyal fans and annual visitors. It is with those supporters in mind that the upcoming date shift was made.

"The date change will enhance the size, stature and magnitude of the show Washingtonians have so loyally supported for generations," says WANADA CEO Gerard N. Murphy. "It means more cars, more manufacturers, and a heightened level of involvement from exhibitors because the industry will get the chance to showcase the latest products and innovations before Congress and the agencies."

The Washington Auto Show now includes exhibits its founders could have never foreseen, including a Media Preview Day to accommodate more than 250 registered media members and industry leaders reporting to a public that now eagerly awaits every new development of the "horseless carriage." The auto show's tradition of charitable giving would also be a welcome evolution for those early planners, already active in civic causes. The 2005 Washington Auto Show Congressional Gala and Charity Preview will benefit many area health and children's charities, carrying forward a "giving tradition" that has been in place 12 years.

Planners in 1921 who looked for every imaginative twist to draw attention to that new-fangled mode of transportation would be amazed to see today's auto show displays and the full-slate of entertainment, contests and interactive displays for visitors and their families.

Announcing the WANADA/KPA "90 Day Test Drive"

For the next 3 months only, dealers enrolling with KPA have the opportunity to "test drive" KPA's services with a money back guarantee.

Over the years WANADA has encouraged its members to adopt safety and environmental practices that would not only ensure regulatory compliance, but also create a safer working environment for the dealership's employees. While those dealers who have adopted safety and environmental programs have found them beneficial, many have found sustaining these programs over the long haul to be very difficult. Employees leave, or programs are incomplete, and before long the program no longer meets the requirements of the regulators or is beneficial to the dealership and its employees.

That's why WANADA and KPA, WANADA's endorsed provider of safety and environmental compliance services, are offering this 90-day trial period so that dealers can view, firsthand, KPA's services with no obligation. For more information on this program, see the letter and registration form enclosed with this WANADA Bulletin, or contact Nick Champeau at WANADA, (202) 237-7200.

FTC Initiates First Actions Enforcing Safeguards Rule

The Federal Trade Commission (FTC) recently announced that it has charged two mortgage companies with violating the FTC Safeguards Rule, according to NADA. The FTC targeted the companies "as part of a nationwide sweep of automobile dealers and mortgage companies to assess compliance with the Rule." These are the first FTC actions enforcing the Safeguards Rule since it took effect in May 2003, NADA said.

"These enforcement actions serve as a reminder that dealerships must develop, implement and maintain a comprehensive written security program to protect their customer information. Their programs must satisfy each of the five elements set forth in the Safeguards Rule," said NADA. "This includes many ongoing responsibilities, such as conducting safeguards training, regularly auditing the effectiveness of the dealership's data protection, adjusting safeguards programs to protect against newly identified threats to customer information, etc.

Additional information on the enforcement actions is available from the FTC press release at www.ftc.gov/opa/2004/11/ns.htm.

Positions Wanted:

Service and Parts Director, Service or Parts Manager. An individual with a 20-year background in dealership service and parts operations is looking for a career opportunity as a service and parts director. References will be furnished upon request.

CFO/General Manager. An individual with a college degree in economics, 22 years experience as a dealership general manager and chief financial officer, and a full range of retail automotive skills seeks a career opportunity in a related capacity.

For additional information, interested dealers should contact Tom Mann at WANADA (202) 237-7200, or tm@wanada.org.

Staying Ahead...

A bank is a place that will lend you money if you can prove that you don't need it.

—Bob Hope

Enclosures

- Annual Meeting flyer and registration form
- WANADA/KPA 90-Day Test Drive information letter and registration form
- WANADA Tag & Title Seminar information and registration form