



THE WANADA BULLETIN

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

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2006 WASHINGTON AUTO SHOW HIGHLIGHTS

New Dates Result in Record Six-Day Show *Second Best Attended in WAS History!*



“The 2006 Washington Auto Show in its brand new dates in January ran on all eight cylinders and it was a smooth ride,” said show manager Bob Yoffe. “It was as good as any auto show that we have ever produced, including Saturday which far exceeded any single day attendance at this auto show and in convention center history!”

The show set a new Washington Auto Show (WAS) attendance record for a 6-day show, and overall attendance was second only to the 2004 show, which ran for 10 days and included the grand opening of the convention center.”

Commenting on the success of the show, WAS Chairman George Doetsch said “Washington has arrived as a tier one event” on the auto show circuit. “WANADA leadership worked hard to transition Washington into the Congressional Auto Show and it’s clear we’ve now done that,” he said

Barbara Pomerance, promotions director for the show, credited

(Continued on page 2)



A record breaking crowd (top) flooded the Washington Convention Center on Saturday to see and shop nearly 800 new models (above) and enjoy hot new displays, and more attractions, celebrities, contests and fun for the whole family. Take a look at the highlights of our greatest auto show ever in this special edition WANADA Bulletin.

2006 WASHINGTON AUTO SHOW HIGHLIGHTS

Record Attendance and Unprecedented Media Coverage



(Continued from page 1)

“a planned strategy with new dates, where we successfully re-branded the 2006 Washington Auto Show by forming alliances with key industry and Washington officials.” The show Gala forged a partnership with Congress offering a platform for announcements on alternative energy and technological advances, she said.

“When the media describes your show as the ‘marriage of policy and cars,’ it’s clear the message of the show’s unique access to lawmakers, regulators and government executives is reaching the right audience. Media coverage soared with networks, wire services, major national, international and industry publications,” Pomerance added.

Unprecedented Media Coverage

The headlines that began with US Energy Secretary Sam Bodman accelerated throughout the week. The WAS garnered unprecedented national and international coverage, and was featured on, CNBC, Bloomberg, AP, The Chris Matthews Show, NPR and in The Washington Post, The Detroit News and Free Press, Automotive News and a host of other broadcast outlets and publications, including BBC.

Other broadcast coverage included CNN Headline News, FOX News Tonight, ABC Evening News, FOX Morning News, CBS News New York, NBC News Detroit, ABC News Chicago, and many more.

The resounding success of The 2006 Washington Auto Show was confirmed by the preliminary media report that thus far shows more than 100 network and broadcast stories, wire services including Reuters, AP, Dow Jones, 69 internet stories and almost one hundred newspaper and magazine reports stretching from Washington, DC to India.

The Hands On Contest made headlines all over the country on all 4 of the major networks (ABC, CBS, FOX and NBC). Media day keynoter and BMW CEO Tom Purves was covered by Bloomberg TV’s national show, *Market Movers* among other national media.

Fabulous new exhibits and major new sponsors, promotions, contests and events pictured in this WANADA Bulletin all contributed to the huge success of this year’s show.

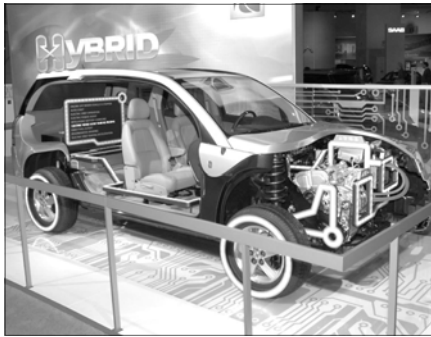


Extensive media coverage of the show included the Chris Matthews show (top) and extensive live TV interviews such as the one WAS producer Gerard Murphy did with News Channel 8 (above).

2006 WASHINGTON AUTO SHOW HIGHLIGHTS

“The State of the Auto”

New, Old, Concept & Custom Vehicles, Plus Great New Sponsors & Exhibits



Camp Jeep (above, left) was one of several spectacular and popular new displays at this year’s show, which also featured an abundance of high technology, like the hybrid cutaway vehicle (above, center). Washingtonpost.com featured a tire changing “Pit Stop Challenge” (above, right). The show had many exotic cars as well, like the Ford GT (left), along with Ferrari, Bentley, Aston-Martin, and Lamborghini displays.



Washington Post auto writer Warren Brown (left) answered questions at one of two Post booths this year. Brown also broadcasted his WMAL AM *Weekend Wheels* program from the floor of the show.



New sponsor AutoTrader.com (above) offered discount admission, a \$100,000 Sweepstakes (see Contests, page 6) and an appearance by Redskins legend Darrell Green (above, left), who was presented a check for \$15,000 for his Youth Life Foundation by (from left) AutoTrader.com director of marketing, Scott Tracy, WANADA CEO Gerard Murphy and Steven Brooks, AutoTrader.com.



The Safe Kids Mobile (left) was a life saving addition to the show. And, of course, the perennially popular Hands On Contest was again a big crowd pleaser. (See page 6 for Hands On winners.)



2006 WASHINGTON AUTO SHOW HIGHLIGHTS

A Lot More Than Just New Cars and Trucks

Alt. Fuel Technology, the Army, Back- to- the -Future and Easy Rider

The 2006 Washington Show had it all: new cars, old cars, future cars, race cars, custom cars and motorcycles, and even a hybrid electric bus, a Strkyer military vehicle and Mayor Williams' Flip My Whip customized Cadillac STS (bottom right).



2006 WASHINGTON AUTO SHOW HIGHLIGHTS



Star Power Aplenty!

Washington sports stars always draw huge crowds, and that was the case for Redskins Clinton Portis, Mark Brunell (above, center) and Ray Brown and Chris Samuels (above, right). Additionally, a Capitals "quartet" (right, from left) of Jeff Halpern, Alexander Ovechkin, Ben Clymer and Matt Bradley. Also appearing were Wizards (below right, from left) Jarvis Hayes, G-Wis, Brendan Haywood, and Jared Jeffries.



Nor was there any lack of fans for soap stars Cameron Mathison, *All My Children* (below, left) and David Fumero, *One Life to Live* (bottom, left), or Rap star Bow Wow (bottom, center, with crew) or *WWE Champion* John Cena (bottom, right), to name but a few of the many celebrities at the show.



2006 WASHINGTON AUTO SHOW HIGHLIGHTS

A Gripping Experience

After 102 hours, five long days, of maintaining constant physical contact with the car they hoped to win, ten of the original 21 contestants remained attached by contest's end, when they entered the high-stakes key draw to determine the lucky winners of three new Toyotas. With the winners, (from left) are WAS producer Gerard Murphy; Tamara Darvish of DARCARS Toyota; Toyota's Mike Wirth; Fredy Guzman of Germantown, MD (winner of Scion tC), Paige Kitson of Fairfax, who won the Rav4 for CrisisLink, a local suicide prevention hotline; CrisisLink executive director Carol Lostur-Thun; Gregory McArthur of Bristow, VA (winner of Camry) and his wife; and *Surf of Classic Rock 94.7 The Arrow*. A fourth Toyota, a Prius, was awarded to a viewer at home, via the Hands-On Online Contest: The first person to correctly predict all three winning contestants on the Washington Auto Show's website was Ron Sadler from Virginia.



More Big Giveaways!

The Price Is Right Showcase, sponsored by the Washington Area Hyundai Dealers with support from WUSA TV 9, had show goers guess the value of the showcase and walk away the winner of everything in the Price is Right display at the show, including a 2006 Hyundai Sonata LX, cash hidden in the trunk and a trip for two to Los Angeles for a taping of the Price is Right! From left, Matthew Westcott of Hyundai of Fairfax presents the keys to the happy winners, Jack and Kimberly Hay of White Plains, MD.



AutoTrader.com \$100,000 Dream Car Sweepstakes contestants had to guess the number of items packed in the vehicle on display at the AutoTrader.com booth. Six entries were drawn at random on Sunday, and the closest to the correct number of items in the vehicle without going over was Keesha Crockett of DC who won \$25,000 to spend on a new vehicle at the WANADA dealer of her choice. If that guess had matched exactly, the actual number of items in the vehicle, the prize would have been increased to \$100,000 toward a new vehicle!

I'm Lovin' It contest, sponsored by Apple Ford and McDonald's Restaurants, called for contestants to guess the number of McDonalds Spicy Chicken Boxes inside and win a 2006 Ford Fusion. Of the 50 entries drawn at random, the closest guess belonged to Sheilah Swinson.

"Flip My Whip" contest offered a second chance for auto customization courtesy of The Washington Auto Show®, [Automotive Rhythms](#)®, McDonald's®, and Big Boys Toys of Oxon Hill, MD. The lucky lady was Denise Hall.

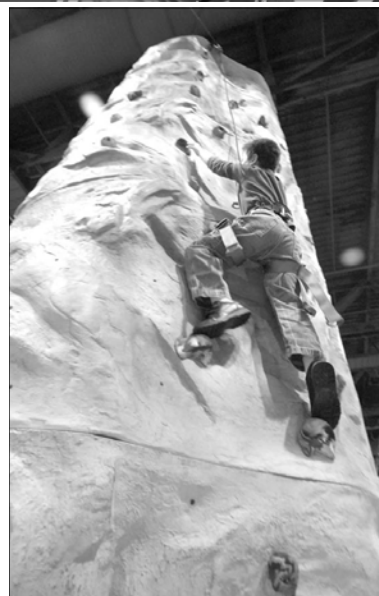
Chevrolet Stages SUV Drive-away and Give-away. GM and Chevrolet dealers orchestrated a first of its kind auto show parade on media day which snaked 20 new Tahoes down the busy K Street corridor. Additionally, a Silverado was given away to the lucky holder of a remote door opener. Of the 17 finalists, the winner didn't "open the door" until 15 others had tried. John Nieves of Ellicott City, MD won the Silverado.

2006 WASHINGTON AUTO SHOW HIGHLIGHTS



Family Fun for Kids of All Ages

Family fun is what it's always been about at The Washington Auto Show, This year's attractions, to mention but a few, included lots of warm fuzzy cartoon walkabouts, (above) and some scary ones, too. We even had kids crawling the walls (right), catching a magic act (below, right) racing model cars (bottom, right) going on safari and snuggling up to friendly giraffes. And, of course, the ever-popular Rock-It the Robot (not pictured).



Tamara Darvish with Evan Gaskin (center) and classmates. Evan was the winner of The Washington Post's art contest, which appeared on the cover of the official Washington Auto Show Program.

Auto Show Acknowledgements

As one of the premier international industry shows, The Washington Auto Show is a major undertaking for the WANADA staff and its team of skilled consultants. We would like to pay special tribute to our sponsors and the WANADA Auto Show Committee whose leadership and hard work made this show a record-breaking

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Standout Mystery Shopper Winners



Every cash winner in WANADA's auto show "mystery shopper" program is a standout. They all demonstrate outstanding "people" and sales skills. Good examples are Sharon Kim of Jaguar-Land Rover of Chantilly (left, getting a check from WANADA's Wil Desjardins; Don Reilly of Fairfax Hyundai presents a check to Earl McCain of Fred Frederick Chrysler (center) and WANADA's John O'Donnell with Larry Lee of Ourisman Honda (right). Congratulations to all our mystery shopper winners. For complete results, see the 2006 Mystery Shopper Awardees & Daily Cash Winners list enclosed with this WANADA Bulletin, or go to the show website, www.washingtonautoshow.com, and click on "Industry Events."

