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 Thought for the Week...

Snow Shifts Busiest Day from Saturday to Sunday at The WAS
 Despite Saturday's Storm, 2010 WAS Attendance Matched 2009



In accord with 50 years of Washington Auto Show tradition, the Snow Hat was deployed, where the show producer dons the charmed chapeau to prevent or limit snowfall on the Auto Show. Stepping outside the Walter E. Washington Convention Center as the snow came down Saturday were (from the left) George Doetsch, WANADA chairman; Gerard Murphy WAS producer (wearing the hat); Charles Stringfellow WAS chairman; and John O'Donnell WANADA EVP.

“After eminently successful industry and media days we had with notables of every stripe and unprecedented media coverage, we were looking forward to a banner attendance at the Auto Show for public days,” said Charles Stringfellow chairman of The 2010 Washington Auto Show (WAS). “While we began the week strong, Saturday’s snow curbed our plan. But when the sun came out on Sunday, it became our best attended day for the show,” he said.



The turnout for Sat., Jan. 30, thinned by snow, made for a “right sized” crowd for the show visitors looking at new vehicles. Crowds picked up on Sunday when the sun came out.

Like the snow itself, the Auto Show crowds were steady and kept coming. And while turnout was thinner than a normal Saturday, Sunday’s crowd was heavy, which pretty much split the difference, yielding a bottom line for 2010 comparable to 2009.

“When you have over 700 glimmering new cars and trucks at the Auto Show, sporting many significant new technologies, people aren’t going to let snow or anything else keep them away,” said George Doetsch, who serves *ex officio* on the Auto Show Committee as chairman of WANADA.

Show Highlights: *The Cars are the Stars*



Tom Stephens, GM vice chairman, announces the Chevy Volt will be sold first in Washington Area

As with any auto show, “the cars are the stars,” and this year was no exception. Indeed, the 2010 WAS lived up to its slogan “Change Happens Here,” with every kind of advanced technology up close and personal for Washington showgoers. Ford showed off its full lineup of all-new products, including its winners of the North American Car and Truck of the Year award, the Ford Hybrid Fusion and Ford

Transit Connect delivery van (gasoline). There were also the hot new Mustang and Fiesta. At GM all the divisions were well represented, with Chevrolet showing off the all-electric Volt (which will be launched in the DC Area at the



end of 2010), and the Cadillac, Sport Coupe



version of this vehicle called the Converj. Chrysler had all of its models on the floor and showed off several versions of the Fiat 500, which it will bring here next year, and had plenty of showgoers trying out the new Challenger muscle car.



Toyota had its full array of models on display as did Honda, Acura, Nissan and Mazda, with Honda showing off its all-new CRZ sport coupe; Mazda, the 2011 MX2; and Nissan, the 40th anniversary Z coupe displaying an exquisite red “quartz” paint job. Hyundai featured the all



new Sonata, while its sister automaker, Kia, partnered with The 2010 Washington Auto Show to give away a brand-new Kia Sorrento on Valentine’s Day (Feb. 14).



European automakers BMW and Mercedes-Benz showed off their ActiveE and Gullwing SLS, respectively, as well as their full lineups of sedans and SUVs.

In short, if any consumers were looking for a new vehicle to buy this spring, or had an interest in where the auto industry is headed, The 2010 Washington Auto Show was the place to be.

The five photos, above, top right going clockwise: Cadillac Converj, Dodge Challenger, 2011 Hyundai Sonata, Fiat 500 and the Ford Transit Connect.

Show Highlights -continued



From the top left, going clockwise: Toyota Highlander; Mercedes Benz SLS; 2011 Chevrolet Aveo RS Concept; Audi R8 Spyder; Ford Mustang; Hyundai Blue-Will plug-in electric concept; and the all new Hyundai Equus luxury sedan.

The Shape of Things to Come

Change Happens Here! The Advanced Technology SuperHighway



Nissan LEAF – winner of the 2010 *Green Car Vision Award* presented by the Green Car Journal. Ron Cogan (L), Publisher of the Green Car Journal, presents the *Green Car Vision Award* to Mark Perry, vice president of electric vehicle planning at Nissan.



Showgoers with an interest in where the global auto industry is going as it addresses more stringent safety, fuel-economy and carbon-footprint



requirements were not disappointed. Showcased in the Auto Show's signature Advanced Technology SuperHighway pavilion, vehicles and exhibits from a host of manufacturers and suppliers to the auto industry rolled out the full gamut of new technologies consumers



can expect to see in the very near future. These included all-electric passenger vehicles no less than delivery vans. Also on display were significant advances in the use of clean diesel engine technology presented by Bosch, and alternative biofuels, like those displayed by Novozymes, made from a variety of sources, such as waste paper from government offices.



There were the hydrogen fuel cell vehicles from Mercedes-Benz and GM, and compressed natural gas (CNG) from Honda. Ricardo, Inc., and Growth Energy exhibited the first vehicle based on Ethanol Boosted Direct Injection (EBDI) engine technology.

Four photos, above, from the top left going clockwise: the Mercedes-Benz hydrogen fuel cell SUV, the BMW all electric ActiveE, the Honda Clarity Hydrogen Fuel Cell vehicle and the VW Polo TDI Clean Diesel.

The Fun Factor at The Washington Auto Show is Longstanding and Experience Enhancing

Among the fun events was AutoTrader.com’s ever-popular “AutoTrader.com Live Game Show,” which challenges competitors to answer automotive trivia questions and win prizes of as much as \$25,000 toward the purchase of a new car. There was also the D.C. Lottery “Second Chance” Drawing to win a 2010 Toyota Prius. The there were the virtual and real test drives offered by various manufacturers.



Redskins legend Darrell Green (R) shares a moment with a family visiting the Auto Show in the Autotrader.com exhibit

For the adult “kids” at the show, there were plenty of opportunities to meet celebrities, like Washington Capitals head coach Bruce Boudreau and players Nicklas Backstrom and Mike Green; WWE® Superstar Batista and WWE® Superstar Randy Orton. Also on hand were the Redskins Cheerleaders and the Wizards Dance Team

(sponsored by Volkswagen). Redskins star Lavar Arrington entertained the crowd too, as did DC United players Marc Burch and Rodney Wallace (sponsored by Volkswagen). Everyone could also pose with the wax models of Jennifer Lopez and Denzel Washington that were provided by Madame Tussauds Wax Museum.



The ultimate Auto Show visit included GM’s Ride & Drive



With baseball season a long way off, this Nats fan settles for a photo op with the lovely Consuelo Dee, Ms. Maryland Latina.

The younger set was kept amused by the always entertaining and larger than life Rock-It The Robot, as well as Max the Magician, cartoon characters Dora and Diego, Washington Capitals mascot Slapshot, and the

Washington National’s Screech.



Rock-It The Robot, in his 13th season at the Auto Show, dons his new look to the delight of his loyal following.

Dora, of the ever popular Dora and Diego fame, with her pet shares a moment with one of her fans.



WANADA Dealer Sales Reps Bring WAS Exhibit to Life

...And are Rewarded for it When They Stand Out



WAS chairman Charles Stringfellow (L) congratulates Charles Grant of Martens Volvo on winning the *Mystery Shopper Award*.

The array of new vehicles may be alluring and the values tempting, but auto show visitors still need to be convinced sometimes that a particular car, truck or SUV is the “one for them.” That is where the dealership sales representative comes in, and every year WANADA recognizes those who excel at their craft at the Auto Show.

Congratulations to all the winners of this year’s *Mystery Shopper Award* (@\$150). They are : Jim Warren, Lindsay Cadillac; Mohsine Atraoui, Don Beyer Volvo; David Swisher, Criswell Nissan; Clayton Garrett, Mercedes of Tysons Corner; Eric Perkins,

Don Beyer Volvo; Sherry Schoo, Waldorf VW; Abed Abutaa, BMW of Fairfax; Samiha “Sam” Jenkins, Rosenthal Jaguar;

Eugene Brown, Rosenthal Honda; Larry Pinto, Rosenthal Acura; Jimmie Harper, Waldorf VW; Caitliln O’Connor, Pohanka Lexus; Sajjad Bhatti, Radley Acura; Tujin Lee, Jaguar of Tysons Corner Suzi Reid, Criswell Honda; Ryan Gamble, Alexandria Hyundai; Charles Grant, Martens Volvo (pictured above); Nan Wong, VOB Auto Sales (BMW); Carlo Genao, Mercedes Benz of Alexandria; and Stan Gutierrez, Lexus of Silver Spring.

WAS Dealership Operations Seminars

Annual DC, MD, VA Tag and Title Seminar at the Auto Show



Motor Vehicle Agency representatives from the area jurisdictions “panel up” for WANADA dealer reps. From the left: Mercy Moore, DC DMV; William Bell, DC DMV; Rhonda Witt, MD MVA; Steve Galuska, MD MVA ; Joseph Owskiak, VA DMV; and Sheila Stephens, VA DMV.

The Keys to Growing Fixed Operations



Dealer consultant Don Tipton rolls out his “Growing Fixed Ops” strategies for WANADA dealer reps.

Don Tipton, auto dealership consultant *extraordinaire* and NADA Convention “Top Ten” speaker delivered his popular Keys to Growing Fixed Operations program, which was well received by area dealers relying heavily on service department success.

Chrysler Announces Celebrities Campaign For Haiti Relief

Olivier Francois Presents Campaign at The WAS

Chrysler Brand president and CEO, Olivier Francois, stood in front of his company’s exhibit at The Washington Auto Show last week to roll out a unique celebrities campaign sponsored by Chrysler to raise money for earthquake victims in Haiti. With all the funds raised earmarked for Red Cross operations in Haiti, Francois announced that he would be auctioning off his company car, a new Chrysler 300C, which was enhanced recently at the Golden Globe Awards with autographs of more than 200 Hollywood stars including the likes of George Clooney, Jennifer Aniston, Sandra Bullock, and Tom Hanks.



Olivier Francois president of Chrysler Brands (L) hands the keys to his celebrity signed 300c to American Red Cross president Jeff Tower at the Auto Show

The keys to Francois’s special car were presented to Jeff Tower, president of The American Red Cross, in The WAS Chrysler display. The autographed car will be auctioned off on George Washington’s Birthday, February 20, 2010, at the Leake Auto Auction in Oklahoma City. In the meantime, the auction will be promoted on the popular TV show *Entertainment Tonight* with its campaign partner *Stars for a Cause*, of which the aforementioned celebrities are members. The Red Cross, which has already generated \$190 million for Haiti relief, has been told to expect \$1 million dollars *plus* from the Chrysler 300C auction.

WANADA Joins NADA "Trucks for Haiti" Campaign

Inspired by Chrysler's humanitarian effort for the earthquake victims in Haiti, WANADA engaged itself in the recently announced "Trucks for Haiti" campaign through the Bush-Clinton Haiti Relief effort, pursuant to NADA's goal of 100 trucks from U.S. new car dealers.

With time of the essence, Vince and Paul Sheehy of Sheehy Auto Stores volunteered this week to act as the WANADA dealer clearing house on the Washington area part of the campaign, such that Sheehy Ford of Springfield (Virginia) would be the drop-off point for trucks donated by area dealers, which will then be shipped by carrier to Starling Chevrolet in Orlando, Florida for ultimate shipment to Haiti.



WANADA dealer member Fred Frederick, Fred Frederick Chrysler (R), talks with Chrysler's Olivier Francois about his company's aid effort for the Haiti earthquake victims.

Trucks so donated are "in kind" charitable contributions for income tax purposes, with vehicle titles transferred to the Clinton Foundation. While all trucks must be serviceable, and off-road vehicles preferred, *all* trucks, new or used, will be accepted. Dealers should e-mail trucks@clintonfoundation.org if they can make a tax-deductible contribution of a small, cargo or light pickup truck. [Click here](#) for the Motor Vehicle Bill of Sale/Donation Receipt form. Then contact WANADA to hook up with Sheehy Ford of Springfield.

Via a WANADA Member Special Bulletin on February 2, WANADA dealers interested in joining this industry-wide humanitarian effort were invited to call Gerard Murphy, John O'Donnell or Jake Kelderman in the WANADA office at (202) 237-7200, or email Gerry at gm@wanada.org.

It Takes A Team To Launch And Run The Auto Show

Anything as multifaceted as a major auto show the magnitude of Washington has a myriad of moving parts, which this year included two industry media days (one on Capitol Hill) in addition to the public days.

WANADA leadership on the Auto Show Committee were Charles Stringfellow, Brown Automotive (WAS chairman); Tamara Darvish, DARCARS; Robert Fogarty, Sport



George Doetsch, WANADA chairman (L) and Charles Stringfellow, WAS chairman (C) pose with WAS OEM keynoter Alan Mulally, president and CEO of Ford.

THANK YOUs -continued

Automotive; Daniel Jobe, Capitol Cadillac; Kevin Reilly, Alexandria Hyundai; Mark Zetlin, American Service Center and George Doetsch *ex officio*, (WANADA chairman), Apple Ford.

WANADA staff engaged in the planning and “on the ground” logistics during the show were: Gerard Murphy, WANADA president and WAS producer; John O’Donnell, WANADA executive vice president; Barbara Pomerance, Pomerance and Associates, promotions; Bob Yoffe, Yoffe Exposition Services, show manager; Isabel Garcia, WANADA vice president and WAS IT coordinator; Jake Kelderman, WANADA communications; Trish Frisbee, WANADA leadership coordinator; Kristina Henry, WANADA event planning; and Ralph Frisbee, WANADA member relations.

WANADA is also grateful to a industry association stakeholder organizations, which assisted mightily with planning and execution of Public Policy Days and the Preview prior to the show opening: The Auto Alliance, AIAM, NADA, AIADA, NAMAD, EDTA, and SAE International.

WANADA, correspondingly, is grateful to host of major sponsors of The WAS:

Automotive Rhythms
AutoTrader.com
Warren Brown, automotive columnist, Washington Post
Bosch Diesel Systems
Ron Cogan, publisher *Green Car Journal*
Keith Crain editor-in-chief, *Automotive News*
Comcast Spotlight
DC Lottery
Department of Energy (DOE)
Enterprise
Environmental Protection Agency (EPA)
Hargrove, Inc.
Kia Motors
MEMA
Metro
Novozyme
Scuderi Engines
Toyota Motor Sales
Washington Automotive Press Association

Thought for the week...

"Coming together is a beginning. Keeping together is progress. Working together is success."

- Henry Ford