

THE WANADA BULLETIN

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

WANADA Bulletin #50-02

December 16, 2002

AUTO SHOW SPOTLIGHT

Cars and Stars

WANADA's 61st Auto Show Celebrates "Driving the Future" Grand Sendoff Planned for Last Auto Show at Current Convention Center

With the theme "Driving the Future," The 2003 Washington Auto Show will ring in the best and the brightest of the coming automotive year, unveiling eight acres of new models, concept cars and prototypes plus lots of family entertainment at the Washington Convention Center Dec. 26, 2002 through Jan. 1, 2003. This year's auto show will be the last – but certainly not least – at the current center, which is due to be redeveloped when the huge

(See Auto Show, page 2)



This Ford Thunderbird will be in the new James Bond Movie and the Washington Auto Show!

VA. Gov. Warner Kicks Off SoberRide Holiday Campaign

As the featured speaker at last week's kickoff for the Holiday SoberRide Campaign and Impaired Driving Prevention Law Enforcement Awards, Virginia Gov. Mark Warner praised the 20-year effort of the Washington Regional Alcohol Program (WRAP) to combat this deadly issue.



Gov. Mark Warner

(See SoberRide, page 3)

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Dealer Alert:

Don't Miss Economic Summit At Press Preview Day, Dec. 19

WANADA, in conjunction with WUSA-TV, Channel 9, will be conducting a "2003 Economic Summit," Thursday, December 19, 2002 from 9:30-11 a.m., at the Washington Convention Center, Room 4.

A panel consisting of Paul Taylor, chief economist for NADA, and Chris Rohrs, president of the Television Bureau of Advertising will be moderated by USA sports anchor Frank Herzog. Dealers will be invited to join the discussion, which will include a 2003 economic forecast and ways to strategically hedge your bets on next year's business opportunities.

This special event will run concurrent with activities planned for Press Preview Day, which will begin at 10 a.m., and will precede the luncheon with keynote speaker James G. O'Connor, Ford group vice president for North America.

Those interested in attending should use the FAX-back RSVP Auto Show Press Day form enclosed with this WANADA Bulletin. Please

AUTO SHOW SPOTLIGHT *continued from page 1*

new convention center opens this spring.

“The future will indeed take center stage at this year’s show. You’ll see high-tech, innovative cars that look like wagons, and trucks that look like SUVs – a host of crossovers that speak to our complex, fast-paced lives,” says Chip Lindsay, Washington Auto Show chairman and president, Lindsay Cadillac Company.

This 61st anniversary of the Washington Auto Show will showcase over 500 new models from all major automakers. Long considered a holiday tradition and family favorite, the show also features consumer contests and promotions and a full slate of entertainment and celebrity guests for all ages.

Hands-On Contest

Topping the list of crowd-pleasing promotions will be the return of the **Hands On Contest**, which this year will feature a four-car giveaway. WANADA and the Washington Area Toyota Dealers will give the general public a chance to also win the popular hybrid 2003 Toyota Prius, while Hands On contestants will be holding tight for the chance to drive home a 2003 Toyota Matrix crossover wagon, the RAV4 compact SUV, or the best-selling Camry.

A Full Entertainment Slate

Making it even harder to head home is the entertainment slate appearing on the **XM Satellite Radio Stage** and throughout the convention center. Among those scheduled to appear are NASCAR superstar **Sterling Marlin** (Wednesday, Dec. 26); WWF wrestler **Rob Van Dam** (Friday, Dec. 27); and **Vincent Irizarry**, who plays Dr. David Hayward on *All My Children*. (Monday, Dec. 30).

From the Washington area sports world, Washington Capitals Coach, **Bruce Cassidy** (Tuesday, Dec. 31); Redskins former star kicker **Mark Mosley**; the **Redskinettes Cheerleaders**; Washington Caps mascot **Slapshot**; and Washington Wizards mascot **G-Wiz** will be appearing. On “**Beat Dallas Day**,” Saturday, Dec. 28, those arriving at the auto show wearing burghundy and/or gold will receive \$1 off the ticket price. WJFK radio will add to the fun with a Redskin Costume Contest.



Chevy Blue SSR will be at the show.

The **Discovery Channel’s Monster Garage** will stage its machine building competition for the run of the 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); and **Maximum Velocity**, the extreme sports stunt bikers, will delight the daredevils in attendance (Friday, Dec. 27 - Sunday, Dec. 29). Returning too will be the popular nine-foot **Rock It the Robot**, and **Nickelodeon Rugrats™ Angelica and Chuckie**.

Family Day (Sunday, Dec. 29) will highlight child safety and include **DNA LifePrint** for children.

For those who need more than a few hours to browse, WANADA is partnering with the Washington, D.C. Convention & Tourism Corporation to provide specially priced hotel packages that include Washington Auto Show tickets.

The 2003 Washington Auto Show will open with **Press Preview Day** on Thursday, Dec. 19, and WANADA will host **The Snow Ball** on Friday, Dec. 27 at the Washington Ritz-Carlton for the benefit of the Boys and Girls Clubs.

Discount tickets (\$2 off adult admission on weekdays) are available at CVS/pharmacy® locations and Exxon and Mobil stations throughout greater Washington, D.C.

For more information, call 1-866-WASH-AUTO or 202.237.7200 or visit the Washington Auto Show online at

Mobil 1® Auto Show Promotion

Dealers, don't forget to take advantage of this special promotion. For each Mobil 1 oil change, your customer will receive one free adult ticket (\$8 value) to The 2003 Washington

AUTO SHOW SPOTLIGHT

Unveiling the Future

Intros, Concept Cars and Hot New Models for 2003 & Beyond



Honda Element

To underscore its theme of “Driving the Future,” The 2003 Washington

Auto Show will feature a host of new model introductions, concept cars and prototypes. Unveiled to consumers for the first time at The Washington Auto Show will be the:

Ford Centennial Special Edition Package, a special-edition collection of five Ford vehicles – the Taurus, Focus, Mustang, Explorer and F-Series – created to celebrate Ford’s 100th anniversary.

2003 Cadillac Escalade ESV. The larger ESV offers state-of-the-art amenities for up to eight passengers, a 345-hp high-output 6-liter V8, and advanced all-wheel drive and road-sensing suspension.

Chrysler Pacifica, a crossover car/SUV/minivan due to debut in early 2003 as a 2004 model, offers low step-in height, three rows of seats, and car-like handling.

Chrysler Crossfire concept car features a sophisticated design blending traditional European proportions and handling characteristics with the power and personality of an American high performance car.

Pontiac Grand Prix G-Force concept car gets its name from its impressive handling credentials, a 280 hp supercharged V6, sleek proportions and a pronounced wedge profile.

2003 Dodge SRT-4. Touted as the fastest car in production now under \$20,000, the 2003 Dodge SRT-4 combines performance with sweet features inspired by the street-racing scene. The result is a turbo-boosted 215 hp vehicle that accelerates from 0-60 MPH in 5.9 seconds straight out of the factory.

2003 Dodge Viper SRT-10. The outrageous Viper sports car is completely redesigned for 2003, with all-new styling and a powerful new 500 hp V10 engine.

Other hot models sure to capture attention at the show include the Hummer H2 and the Panoz Esperante and LMP race car. “We’ve no doubt that this year’s display will dial up excitement from seasoned car lovers no less than the transportation shopper!,” says Auto Show Chairman Chip Lindsay.

SoberRide Kickoff

(continued from page 1)



Above from left, WANADA VP Nick Champeau, Gov. Warner and WRAP President Kurt Erickson kick off the Holiday SoberRide Campaign, Below are TV newscasters Wendy Riger, WRC-TV4; and Jan Fox, WUSA-TV9.

Warner outlined a series of safety initiatives he plans for Virginia, including tougher drunk driving and seat belt laws. He also said that alcohol related deaths have been reduced by half in the last 20 years through programs like *SoberRide*.



The 2002-2003 Holiday *SoberRide* Campaign, which offers free cab rides home (up to a \$50 fare) for legally impaired folks, will be offered from 8:00 pm to 4:00 am Friday, December 13, 2002 through Thursday, January 2, 2003. To access this service, simply dial 1 (800) 200-TAXI or #TAXI on your AT&T Wireless telephone. For more information, visit SoberRide.com.

IMPORTANT REMINDERS:

Register Now for WANADA Tag & Title Seminar, Dec. 30

Dealers, controllers, title clerks won't want to miss WANADA's Tag & Title Seminar held in conjunction with The Washington Auto Show, **Monday, Dec. 30, from 9:30 a.m. to 12:00 noon at the Washington Convention Center — the only titling seminar to cover the entire region.** Representatives from the departments of motor vehicles in DC, Maryland and Virginia will offer a comprehensive update on all the recent and upcoming changes in procedures and services affecting vehicle registration in our region and will receive valuable tips on how to speed the registration process. The seminar cost is \$40 per person, and \$20 for each additional person from the same company. Lunch and admission to The Washington Auto Show are included in the registration fee. For more information, see the flyer enclosed with this Bulletin, or call Darendia Petrolle at WANADA, (202) 237-7200.

Still Time to Donate to Snow Ball Auction

Snow Ball Chairman Tammy Darvish is calling on all WANADA members and friends to donate items to this year's Snow Ball silent auction, Dec. 27. "Come on, everybody, you can show your support for the Boys & Girls Clubs by donating things like sports tickets, golf rounds, car rentals, detailing and service, and gift certificates to stores, restaurants and resorts," says Darvish. "And don't forget to bring your credit cards to The Snow Ball to snap up these bargains." Please use the form enclosed with this WANADA Bulletin to let us know what tax deductible donations you can make. For more information, contact Archie Avedisian at WANADA (202) 237-7200, or e-mail: aa@wanada.org.



MD, VA Sales Reps Must Register for 2003 Auto Show

This week is the last chance for sales representatives from Maryland and Virginia dealerships who plan to be working at The 2003 Washington Auto Show to **register** with the District of Columbia government in order to receive a waiver from DC automotive sales licensing law requirements. Please fill out the registration form enclosed with this *Bulletin* with the names and sales license numbers of all dealership representatives who likely will work at the show, and fax it to the WANADA office, (202) 237-9090. **Your immediate attention and cooperation is essential!**

Thought for the Week...

You can't build a reputation on what you are going to do.

—Henry Ford

Enclosures:

- *WANADA Tag & Title Seminar* flyer & registration form
- *2003 Washington Auto Show Sales Rep Registration* form
- *Snow Ball Auction Donation* form
- *Fax Back RSVP to Auto Show Press Day, Dec. 19*
- *Loss Prevention! Safe Welding and Cutting Practices*