

THE WANADA BULLETIN

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

WANADA Bulletin # 50-03

December 15, 2003

AUTO SHOW SPOTLIGHT

Cars & Stars Take Top Billing at 2004 Washington Auto Show *Spacious New Center to Showcase Many More Models Than Ever*

The main attraction at any auto show is – what else? – cars and trucks! And WANADA's 62nd Washington Auto Show won't disappoint. With the theme "History with a Future," car lovers will be treated to over 700 hot new models, futuristic prototypes, custom models, vintage gems and exciting race cars spread over 750,000 feet of exhibit space at the spectacular new Washington Convention Center, Dec. 26, 2003 through Jan. 4, 2004. It will be the first major public show at the new convention center.

Sharing the stage with this dazzling display of vehicles will be a host of celebrities and special guests – from the Cat in the Hat to NASCAR Winston Cup champion Matt Kenseth – as well as ten days of entertainment, special events, contests and promotions

designed to delight showgoers of all ages.

The Cars

In addition to all the exotic new models from Ferrari, Lamborghini, Maserati, Bentley and Rolls Royce, an example of the exciting array of concept vehicles on display will be the Ford Model U, which will be introduced to the media by



Called the Model T of the 21st Century, Ford's hydrogen powered Model U concept car will be on display at the auto show.

David Wagner, a technical engineer with the Ford Scientific Research Laboratory, at Press Preview Day on Dec. 23. Called the Model T of the 21st Century, the Model U is

(Continued on page 2)

NADA, AIADA Condemn Public Citizen Report on Dealer Fraud

NADA and AIADA reacted quickly and adamantly to a report released last week by the consumer group Public Citizen that alleged auto dealership fraud was widespread and should be investigated by all state attorneys general.

NADA Chairman Alan Starling issued the following response:

"The National Automobile Dealers Association condemns, in the strongest terms, any fraudulent or deceptive behavior in auto sales. This kind of behavior is indefensible. However, what Public Citizen has reported on is a number of extreme cases of fraud and deception. To suggest that this is part of some kind of national conspiracy is absurd.

"Auto retailing is made up of 20,000 independent business men and women who employ more than 1.2 million people nationwide, handling more than 40 million new and used car transactions every year. The majority of new car dealers are family businesses that have been an important part of their local communities for decades. Repeat business is the cornerstone of their operation. Their business is

(Continued on page 3)

Inside...

Snow Ball Auction Items.....p.2
Justice O'Connor with
WANADA

Reps..... p.3
Important Reminders:

Sales Staff Breakfast;
Tag & Title Seminar;

AUTO SHOW SPOTLIGHT

(Continued from page 1)

powered by the world's first supercharged hydrogen internal combustion engine, equipped with a hybrid electric transmission and pioneering "green" materials and processes.

Ford will also be exhibiting concept vehicles like the Mustang GT Coupe, Mercury Messenger,



and Ford Freestyle FX.

GM will display a number of concept and specialty vehicles, including the Chevrolet Bel Air (above), SSR, Corvette Commemorative, Aveo, Equinox, and SEMA- Malibu Extreme and Malibu MAXX; Pontiac SEMA-Vibe, SEMA-Sunfire, GTO and Bonneville GXP; GMC SEMA-Yukon, Envoy XUV, Canyon and Sierra 1/2 ton Crew Cab; Buick '04 Rainier and Rendezvous TW (Tiger Woods) concept car; and Cadillac Cien concept, XLR, SRX and CTS V; Hummer H1 and H2.

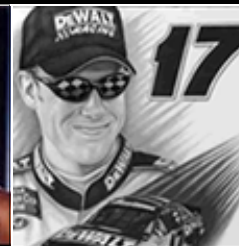
More Washington Auto Show model highlights will be

posted online at www.washingtonautoshow.com.

The Stars

Entertainers and celebrity guests scheduled to appear include:

- 2003 NASCAR Winston Cup champion **Matt Kenseth**, Fri., Jan. 2 at 5 p.m.
- 1973 NASCAR Winston Cup Champion and NBC race commentator **Bennie Parsons**, Dec. 27.
- NASCAR Busch Series **Donnie Neuenberger** driver of the *University of Maryland "Fear the Turtle"* car will be at the auto show on Dec 26th, 27th and 28th along with the "Fear the Turtle" showcar. "Future IRL IndyCar series star" **Arie Luyendyk Jr.**, Jan. 3rd.
- WWE wrestlers **Shawn Michaels** and **Trish Stratus** will greet fans on Tues., Dec. 30.
- *All My Children's* **Cameron Mathison** (Ryan Lavery), Sat., Jan. 3.
- **Warren Brown** and **Bill O'Brien** from 630 WMAL, noon to 2 p.m. daily, with a Special Live Broadcast of **Weekend Wheels with Warren Brown** beginning at noon.
- Women's Pro Billiards champion **Jeanette Lee (TBA)**,
- The extreme sports



WWE wrestlers Shawn Michaels and 2003 NASCAR Winston Cup Champ Matt Kenseth and the Cat in the Hat are but a



few of the many stars coming to this year's auto show.

motorcycle stunts **FERE**

Entertainment, Dec. 26 – Dec. 30.

- *Amor Descardo's* soap star **Paulo Quevedo**, January 3rd.

Straight from the big screen, kids will flock to **The Cat in the Hat** and the **Grinch**, as well as **Frosty the Snowman**, **Tom Turkey** and the nine-foot tall techno robot, **Rock It the Robot**, who will have the run of the convention center for the run of the show.

From the world of sports, the show will feature the Washington Capitals mascot **Slapshot**; **G-Wiz**, **G-Man** and **Air-Wiz** from the Washington Wizards; Charm from the Washington Mystics; **Edgar**,

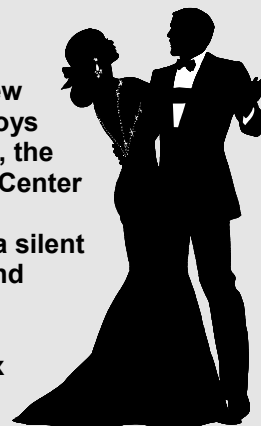
(Continued on page 3)

Wanted! Snow Ball Auction Items

This year's Washington Auto Show Snow Ball, to be held Dec. 29, 2003, at the new Washington Convention Center ballroom, will benefit five area organizations: the Boys and Girls Clubs of Greater Washington, the Boy Scouts of the National Capital Area, the American Red Cross of the National Capital Area, R. Adams Cowley Shock Trauma Center and the Parkinson Foundation of the National Capital Area.

To add all the support we can to these worthy organizations, we will again offer a silent auction. Snow Ball Chairman Tammy Darvish is calling on all WANADA members and friends to donate auction items such as sports tickets and golf rounds; car rentals, detailing and service; and gift certificates to stores, restaurants and resorts.

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.



NADA Responds

based not only on making people happy, but getting them to tell everyone else how good they are.

"To indict an entire industry is a great disservice to the overwhelming majority of auto dealers who treat each of their customers in an honest and open manner. It's unfortunate that the bad businesses capture the headlines, but, in the end, they will not succeed," said Starling.

AIADA President Marianne McNerney told the *Detroit News* "The [Public Citizen] report contradicted four independent evaluations over the last two years by Gallup, Wirthlin, Ernst & Young and Consumer Reports." Those studies suggest customer satisfaction levels for new-car purchase experiences are between 90-95%. "They seem to be indicting the entire industry based on the practices of a very few, with little or no evidence," said McNerney. AIADA has prepared talking points and responses (enclosed in last week's WANADA Bulletin) to the allegations made by Public Citizen, and Dateline NBC. These points can be accessed through the AIADA Web site, www.aiada.org.

The Public Citizen report, "Rip-Off Nation: Auto Dealers' Swindling of America," charges that dealers regularly bilk customers out of hundreds of dollars through price manipulation and costly financing deals. The organization based its report on a review of lawsuits against dealers filed in nine states and allegations made by Duane Overholt, the same former employee of Sonic Automotive who was interviewed extensively by Dateline NBC. The entire 71-page Public Citizen report can be viewed at www.citizen.org/documents/Rip-Off_Nation.pdf.



Justice O'Connor Speaks to the Bar Assn. of DC

The guest speaker at the recent Bar Association of DC Winter Dinner, Supreme Court Justice Sandra Day O'Connor (second from left) posed for a photo with (from left) WANADA counsel Allen Jones, WANADA CEO Gerry Murphy and Marjorie O'Connell, a tax lawyer who honored the Justice with an award. Photo taken by WANADA Kindred-line member Dave Gardner.

AUTO SHOW SPOTLIGHT

(Continued from page 2)

Allen and Poe from the Baltimore Ravens; O-Bird from the Baltimore Orioles and Talon from the DC United.

Contests and Promotions

Contestants in this year's popular **Washington Auto Show Hands On Contest** will be vying for four new 2004 Toyotas, including one reserved for a service man or woman serving overseas who will be represented in the contest by a family member here at home. Three models – Solara, Camry and new Scion – will be awarded to survivors of this annual endurance contest. A fourth model – a hybrid Prius– 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.

In addition, one "lucky loser" will enjoy a free ride home in a 2004 Ford Thunderbird awarded to the winner of **The Washington Auto Show/DC Lottery Second Chance Drawing**. The winner will be drawn at random at the close of the show on Jan. 4 from those who enter non-winning Washington Auto Show instant tickets.

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 price. Discount tickets are also available at Wendy's locations throughout the metro area, to **military personnel**, and to those presenting a **non-winning D.C. Lottery ticket**.

For more information on prices, scheduling and events, visit the

IMPORTANT REMINDERS:**Sales Motivation Session with Curt Tueffert, Dec. 23, 2003:**

Start the year off right with an informative and high energy presentation by "America's Master Sales Motivator" and renowned NADA speaker Curt Tueffert, who will present successful strategies of "Leadership or Sales Performance" over coffee and danish 9:30-11:00 a.m. December 23, 2003, at the 2004 Washington Auto Show. For more information, see the flyer enclosed with this WANADA Bulletin, or call Barbara Martin at WANADA, (202) 237-7200.

Sign Up Now for WANADA Tag & Title Seminar, Dec. 30:

Meet Anne Witt, the new director of the DC DMV, as well as representatives from the Maryland and Virginia DMVs at WANADA's annual Tag & Title Seminar held in conjunction with The Washington Auto Show, Tuesday, Dec. 30, from 9:30 a.m. to 12:00 noon at the new Washington Convention Center, 801 Mount Vernon Place, N.W., Washington, DC. This titling seminar uniquely covers the entire region, and is one controllers, tag and title coordinators and other interested representatives from area dealerships cannot afford to miss!

The seminar cost is \$50 per person, and \$30 for each additional person from the same company. Admission to The Washington Auto Show is included in the registration fee. For more information, see the flyer enclosed with this Bulletin, or call Barbara Martin at WANADA, (202) 237-7200.

MD, VA Sales Reps Must Register for Auto Show:

Sales representatives from Maryland and Virginia dealerships who plan to be working at the 2004 Washington Auto Show, Dec. 26, 2003 through Jan. 4, 2004, *must register* with the District of Columbia government through WANADA in order to receive a waiver from D.C. automotive sales licensing law requirements. Please fill out the registration form enclosed with this *Bulletin* with the names and sales license numbers of the dealership and all dealership representatives who will likely work at the show, and fax it to the WANADA office, (202) 237-9090, **no later than Thursday, Dec. 18th.** Reps who do not register may trigger regulatory scrutiny not only for themselves but for the auto show as well. **Your immediate attention and cooperation is appreciated!**

Thought for the Week...

At least Hitler killed himself.

—Sam Donaldson

Enclosures:

- Sales Staff Motivational Session RSVP, Dec. 23
- WANADA Tag & Title Seminar flyer & registration form, Dec 30
- RSVP for Auto Show Press Preview Day Tuesday, Dec 23
- 2004 Washington Auto Show Sales Rep registration form
- Snow Ball Silent Auction Donation form
- Notice of Temptations Headlining Snow Ball Entertainment, Dec 29