

AUTO SHOW SPOTLIGHT

2004 Washington Auto Show Lifts Off This Week!
Stemple Keynotes Press Preview Day, Dec. 23



“Before” shots of the expansive new Washington Convention Center as the set up begins for the best-ever Washington Auto Show.

The goods are rolling in and drum roll has begun for the opening of WANADA’s expanded 62nd Washington Auto Show at the spectacular new Washington Convention Center. The show will begin a *ten-day run* on Friday, Dec. 26, 2003, and offer daily attractions to an expected record attendance through Sunday, Jan. 4, 2004.

The official kickoff begins this Tuesday, Dec. 23, with Press Preview Day, which will feature former GM Chairman Robert Stemple as keynote speaker. And next Monday, Dec. 29, The Snow Ball gala will liven up the convention

center’s awesome ballroom with an auto show preview, diner and dancing, and entertainment by the legendary Temptations.

Press Preview Day, Dec. 23

Robert C. Stemple, the keynote luncheon speaker at Press Preview Day, worked his way up from auto mechanic to chairman and CEO of General



Motors. After 34 years with GM, Stemple retired in 1992, but stayed engaged in auto industry. He is currently Chairman of Energy Conversion Devices, Inc. (ECD), which

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Still Time to Donate
Snow Ball Auction Items

This year’s Snow Ball 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 don’t miss this chance to add your support! Use the form enclosed with this WANADA Bulletin today, or call Archie Avedisian at WANADA (202) 237-7200.

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developed the nickel-metal hydride battery now being used as the power source for electric-hybrid electric and fuel cell vehicles – key technologies featured in this year's auto show. Stempel also serves as



Robert Stempel

chairman of the National Commission Against Drunk Driving, another area of keen interest to WANADA dealers.

Press Preview Day will begin at 10 a.m. with the John Lynker Excellence in Engineering Award, sponsored by Toyota; followed at 10:30 a.m. by a Ford presentation of the Model U concept vehicle. Dealers and media representatives will also have the opportunity to get a sneak preview tour of auto show before a reception and noon luncheon with a keynote speech by Stempel. For more information, contact Barbara Martin at WANADA, (202) 237-7200.

The Snow Ball

After two straight years of record breaking attendance and fundraising at the Ritz Carlton, The Washington Auto Show Snow Ball takes another marked step up on class and size this year as it moves on-site at the new Washington Convention Center, which features the largest ballroom on the East Coast. This year's Snow Ball also has expanded its list of beneficiaries to include the American Red Cross of the

National Capital Area, the Boys and Girls Clubs of Greater Washington, the Boy Scouts of the National Capital Area, Parkinson Foundation of the National Capital Area and the R. Adams Cowley Shock Trauma Center.

The icing on the cake will be The Snow Ball headliners, the Temptations, who will blend a tasty flavor of the past with 21st century Grammy winning hits. The smooth-stepping group is famous for lush harmonies and flawless



Snow Ball headliners, the legendary Temptations

presentations in the Temptations tradition fans have come to cherish.

Sponsored by *The Washington Post* and BB&T, The Snow Ball will be preceded by a VIP viewing of the Washington Auto Show at the at 4:30 pm, followed by a reception, silent auction (see box below) dinner and dancing in the ballroom from 6:30-11:30 p.m.

To help reach its fundraising goals, WANADA is urging members and friends to purchase a table and bring, as your guest, a favorite public

official (e.g. members of Congress and state general assemblies, mayors, and top county executives, etc.). Tickets are still available at \$350 per person (a portion of which is tax deductible) or \$3,500 for a table of ten. For more information or invitations, call Barbara Martin at WANADA, (202) 237-7200.

The Auto Show

With the theme "History with Future," The 2004 Washington Auto Show will feature 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. It will be the first major public show at the new convention center.

Sharing the stage with this dazzling display of vehicles will also be a host of celebrities and special guests, including NASCAR celebrities 2003 Winston Cup champion Matt Kenseth, 1973 Winston Cup



Mercury Marauder

Champion and NBC race commentator Bennie Parsons, and Busch Series driver Donnie Neuenberger and his University of Maryland "Fear the Turtle" car. Also appearing will be IRL IndyCar series star" Arie

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Auto Show celebrity guests include NASCAR 2003 Winston Cup champion Matt Kenseth, while a lucky Second Chance Drawing winner will go home in a new T-Bird (left), and the Prius (below) is one of four new Toyotas that will go to Hands On Contest winners.

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Luyendyk Jr., WWE wrestlers Shawn Michaels and Trish Stratus, *All My Children's* Cameron Mathison, *Amor Descardo's* soap star Paulo Quevedo, and Women's Pro Billiards champion Jeanette Lee (TBA),

Topping the list of attractions for kids will be the Cat in the Hat and the Grinch, as well as Frosty the Snowman, Tom Turkey, Rock It the Robot, *FERE* Entertainment motorcycle

stunts, and mascots representing all area professional sports teams.

Contests and promotions will include the popular Hands On Contest, which will put four new 2004 Toyotas up for grabs, including one reserved for a service man or woman serving overseas; and The Washington Auto Show/DC Lottery Second Chance Drawing for a 2004 Ford Thunderbird. awarded to the winner of. 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.

New "e-tickets" are available online this year as well as discount tickets at Wendy's locations throughout the metro area, to military personnel, and to those presenting a non-winning D.C. Lottery ticket. Full details on prices, scheduling and events are posted online at www.washingtonautoshow.com.

Check it out and plan to be there!

Sales Staff Breakfast with Curt Tueffert, January 2, 2004:

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" at a free breakfast, January 2, 2004, at the 2004 Washington Auto Show. For more information, see the flyer enclosed with this WANADA Bulletin or call Nick Champeau 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, D.C.. This is the only titling seminar to cover the entire region, and one comptrollers, tag and title coordinators and other interested representatives from metro area dealerships can not 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 are included in the registration fee. For more information, see the flyer enclosed with this Bulletin, or call Barbara Martin at WANADA, (202) 237-7200.

WORTH NOTING:**Conference Board Says Economy in 2004 Will Be the Best in 20 Years**

The Conference Board is predicting that 2004 will be the best year economically in the last 20 years, with real gross domestic product growth expected to hit 5.7 percent.

The forecast, by Gail Fosler, the board's chief economist, expects worker productivity, which set a 20-year record in the third quarter, to rise 3.6 percent next year, following a gain of 4.3 percent this year. "Growing business spending and continued strength in consumer spending are generating growth throughout the U.S. economy," said Fosler, who also predicted:

- Real consumer spending, which continues to fuel growth, is expected to increase at a 4.7-percent pace next year, up from about 3.2 percent this year. Another gain of 4.3 percent is projected for 2005.
- Real capital spending, which will rise by only 2.7 percent this year, will climb 11.7 percent next year and another 8.6 percent in 2005, according to the report.
- Pre-tax corporate operating profits are expected to top \$1 trillion next year, up from a projected \$928 billion this year. Another trillion-dollar-plus gain in profits is expected in 2005.
- The continued recovery in business profits, which was a key ingredient in funding new investment (crucial in making 2004 a strong growth year), depends on price relief.
- Business profits will benefit from both improved volume and recovering profit margins in 2004, as inflation creeps back toward 3 percent by the end of the year.



Happy Holidays

The WANADA Staff wishes all members and friends the warmth and blessings of the holiday season, now and throughout the coming year!

Archie Avedisan, William Belew, Jr., Nick Champeau, Trish Frisbee, Ellen Hicks, Gina Lee, Martha Kowalski, Caroline Mackey, Tom Mann, Barbara Martin, Gerry Murphy, Jackie Murphy, John O'Donnell, Katy Orme, Dorenda Petrolle, Roberta Reardon, & Joyce Roberts

NOTE: WANADA will be closed Thursday & Friday, Dec. 25 & 26, and New Years Day.

Enclosures:

- Sales Staff Motivational Breakfast RSVP, Jan. 2
- WANADA Tag & Title Seminar flyer & registration form
- Snow Ball Silent Auction Donation Form
- Notice of Temptations Headlining Snow Ball Entertainment, Dec 29