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Thought for the week ...

Mark Reuss, GM's head of North American operations, steps in to keynote The 2011 Washington Auto Show



Mark Reuss, president of General Motors/North America, will be the automotive exhibitor keynote speaker at the 2011 Washington Auto Show. One of the architects of GM's dramatic turnaround, Reuss was handpicked by interim GM CEO, Ed Whitaker to lead the company's North American Operations in December 2009.

“Mark Reuss is at the very center of GM's resurgence and his views on what the future holds for his company and the industry at large will be timely and impactful,” said auto show chairman Charles Stringfellow, Brown Automotive.

Reuss, 48, previously ran GM's operations in Australia and returned to the U.S. as vice president in charge of engineering in 2008. He was one of several up and coming executives that then CEO Whitacre and key GM directors had identified as being capable of taking a major leadership position in the company. Reuss is stepping in for GM CEO Dan Ackerman who had originally committed to speak at the WAS before he became personally unavailable.

Mark Reuss is the son of Lloyd Reuss, a longtime, popular GM executive who retired from the company before its bankruptcy. He earned a mechanical engineering degree from Vanderbilt University and holds an MBA from Duke. He is also a licensed race car driver in the Grand American Road Racing series.

Reuss will address the media, members of Congress, regulators, and industry operatives at the Walter E. Washington Convention Center on Thursday, Jan. 27, 2011 during Public Policy days at The 2011 Washington Auto Show.

Icon car designer Carroll Shelby to be recognized at a dinner in his honor at The 2011 Washington Auto Show

Keith Crain to present AN Lifetime Achievement Award, Jan. 27

WANADA members are invited to participate in special reception and dinner on Jan. 27, at The 2011 Washington Auto Show (WAS) to honor one of the legends of the American auto industry, Carroll Shelby, *automotive designer extraordinaire*.

Shelby, the creator of the Shelby Cobra and inspiration for many of the great American sports and high performance cars over the past several decades, will be honored at the sit-down dinner event with the 2011 *Automotive News* Lifetime Achievement Award. AN publisher Keith Crain will make the presentation.



“If ever there was an icon in our industry, Carroll Shelby is it,” said Crain, who has named previous recipients of the AN award at the WAS. “He has been the driving force behind putting power and performance in great American cars and thereby representing our industry throughout the world, both on the race track and the highway,” Crain said.

The AN award recognizes *change agents* in the public and private sector who have made profound contributions to the advancement of the automotive industry. The presentation to Shelby will be part of the Sneak Peek Preview activities at the WAS wherein members of Congress, high level federal officials, diplomats and industry leaders will be hosted by WANADA and provided an exclusive viewing of The 2011 Washington Auto Show exhibits.

Prior to the dinner there will be a private reception for Mr. Shelby with WANADA members, hosted by Comcast Spotlight. Tickets for the private reception and dinner are \$250 per person and WANADA members are encouraged to register at www.Regisys.com/auto11pre. Ticket sales go to benefit the Automotive Dealer Education Institute (ADEI) and are tax deductible.

You can also download the registration form at <http://wanada.org/userfiles/pdf/2011WAS/CarrollShelby.pdf> and mail it in if you wish to pay by check.

Green Car Journal to announce 2011 Green Car Vision Award at The Washington Auto Show



Green Car Journal editor and publisher, Ron Cogan, will announce the winner of the G CJ’s “Green Car Vision Award” on Thursday, Jan. 27, 2011, during Public Policy Day *on site* at The Washington Auto Show.

Five all-electric vehicles are nominated for the award which “acknowledges the vehicle that best envisions the road ahead,” according to Cogan. The award compliments the magazine’s Green Car of the Year

program, which focuses on production vehicles that “significantly raise the bar in environmental performance and are readily available to consumers today.”

The five nominated vehicles are: the Ford Focus BEV; the Honda Fit EV; the Mitsubishi i-EV; the Toyota RAV4 EV; and the Volvo C30 DRIVE.

“These five battery electric finalists represent a strong and growing trend toward electrification that has emerged with automakers from Europe, Asia, and the United States,” says Cogan. All the vehicles are in their early phases of commercialization for the U.S. market, but not yet on sale.

Green Car Summit – Jan. 26, 2011

Caucus Room, Cannon House Office Building

The Green Car Journal with WANADA and The 2011 Washington Auto Show is hosting the **Green Car Summit on Capitol Hill on Jan. 26, 2011** in the Caucus Room of the Cannon House Office Building. The summit will be chaired this year by Jim O’Donnell, president, BMW/North America and will include a panel discussion on cutting edge vehicle technology, environmental goals, and transportation’s role in energy security. Joining O’Donnell on the panel are: Sue Chiske, group vice president, sustainability, environment and safety at Ford; Don Hillebrand, director of the Advanced Transportation Center at Argonne National Laboratory; Michael O’Brien, vice president of product and corporate planning at Hyundai; Joseph Romm, senior fellow at the Center for American Progress; and D. Hunt Ramsbottom, president of Rentech.

2011 Washington Auto Show marketing begins

If over the next few days, you happen to notice radio commercials with a certain “Dr. Guy,” encouraging Washingtonians to “Get Out. See Cars. Have Fun,” or see internet ads or bus signs with the same theme, then you’ll know the advertising and marketing efforts for The 2011 Washington Auto Show are in full swing.

The campaign, created by WANADA’s ad agency, White & Partners, is part of a multi-dimensional media campaign covering the entire Washington market area that will run from now through the first week of February, with the goal of filling the Walter E. Washington Convention center with interested buyers on each of the ten days the show will be open to the public (Jan. 28 through Feb. 6, 2011).

“This campaign is both creative and comprehensive and we are looking ahead with confidence to a tremendous turnout this year,” said auto show chairman Charles Stringfellow, Brown Automotive. “We’re using all the traditional media as well as the new social media to tell our story in a fun and engaging way, which we believe will bear fruit,” he said.

WANADA members are encouraged to link to the show’s official website, www.washingtonautoshow.com as a way of joining in on the promotional efforts.

Auto Show tickets and promotional posters are on the way

WANADA members will shortly be receiving a package of complimentary 2011 Washington Auto show tickets in the mail for distribution to key customers and business relations. In addition, members will each receive two promotional posters for the show to display in the dealership (one for the show room, the other for the service waiting area). This is coming together as part of the marketing effort for the Jan. 28 – Feb. 6, 2011 event.



The ticket packages will include both VIP and general admission tickets. Poster tubes will include hanging hardware for wall display. “When it comes to promoting this show and driving new car sales activity in the Washington metro market, we’re leaving no stone unturned,” said show producer Gerard Murphy. “We appreciate how WANADA members get behind their auto show and are looking ahead to another great auto show,” he said.

2010 ends on a high note for dealers and automakers December sales are a bell ringer!

The year 2010 is closing on a comparatively high note for WANADA dealers and their compatriots as December car and truck sales in the United States look to be the highest of the year. Full-year sales are expected to total 11.5 million vehicles.

Edmunds.com says December sales will total 1,127,000 units nationwide, the highest sales month since the Cash for Clunkers program of August 2009. Sales of 11.5 million vehicles for 2010 would be about 11 percent higher than 2009’s 10.4 million vehicles.



The turnaround in the auto industry has been particularly beneficial to auto dealers according to Sagemworks, a financial research company, which report that dealerships were the most successful type of business in 2010, with a total sales increase of 18.25%, beating dentists (7.56%), doctors (5.26%), funeral homes (4.93%) and lawyers (4.60%), all of which also saw gains for 2010.

The auto industry comprised 3.6% of the U.S. economy in 2010, or \$500 billion of U.S. economic output. The company says car dealerships and auto companies performing well is a promising sign of a continuing national economic recovery along with a booming Wall Street.

Edmunds.com says the positive close of 2010 sets the U.S. auto industry up for an improved 2011, with sales expected to rise to about 12.9 million vehicles. Here’s hoping both prove correct.

Reminder - Join us for the MADA/VADA/WANADA Reception at the NADA Convention, Feb. 5



The annual MADA/VADA/WANADA Reception at the NADA Convention will be held at the Julia Morgan Ballroom at Merchants Exchange Building in San Francisco, on Saturday, Feb 5, 2011. If you are planning to attend the NADA Convention in San Francisco, join your fellow dealers from around the Washington area for this annual event. The high-floor view of San Francisco from this venue is spectacular!

Please put the date on your calendar for San Francisco, 2011.

Thought the week ...

There is an historical, if not prehistoric, precedent for the merriment of the holiday season and ringing in the New Year. In pagan times the “holidays” were celebrated around the time of the winter solstice (Dec. 21) with the widespread slaughter of livestock and the consumption of fermented beverages. It had as much to do with the practical need to reduce the livestock herds, which couldn’t be sustained with feed over the winter, and the fact that it would take until the start of winter for the harvested grapes and grains to ferment into beer and wine.

Hence the basis for the “warmth and glow of the season” with all the flesh pots fired up, to say nothing of the merry-making with everyone stuffing themselves with the surplus food while throwing back the ample supply of home brew and hot wine.

“--We’ll take a cup of kindness yet, for auld lang syne!”

Happy New Year!