

# THE WANADA BULLETIN

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

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## 2004 WASHINGTON AUTO SHOW

### Stempel Kicks Off Auto Show With Focus on Technology *Ford Shows Off Model U, Toyota Prius Wins Lynker Engineering Award*



"Every so often we hear that the auto business isn't what it used to be, suggesting that the glory days

may be past. But as this year's [Washington Auto Show] theme says, 'History with a Future,' the best days in the auto business are still ahead. Looking over the displays on the show floor confirms that this is another very good year," said Robert C. Stempel, the keynote luncheon speaker at last Tuesday's Press Preview Day, co-sponsored by WANADA and the Washington Automotive Press Association (WAPA).

Stempel, the former chairman and CEO of General Motors and current chairman of Energy Conversion Devices, Inc. (ECD) made it clear that technology is the key to the indus-

try's successful past and bright future. He pointed out that the new models on display at the auto show are "loaded" with sophisticated electronic and computer technology that provide "instant starts, smooth operation and maximum fuel

economy with minimum emissions," as well as improved reliability, durability and safety.

"We are seeing more of the technology features focusing on things that are useful to, or provide value and convenience to

*(Continued on page 2)*

## It's Showtime!



Over 750 new, classic, exotic and concept models (top) as well as celebrities and Auto Show attractions for folks of all ages (left) drew a large crowd of eager shoppers on opening day (above). See page 4 for more opening day snapshots.

## Inside...

Press Day Highlights....p.2 & 3  
Master Motivator.....p.3  
Auto Show Opening Day  
Snapshots.....p.4  
HAPPY NEW YEAR!.....p.4

## WASHINGTON AUTO SHOW PRESS DAY HIGHLIGHTS



*(Continued from page 1)*

the customer, not just technology to be high tech," said Stempel. And the next big impact on technology will be hybrid vehicles, he predicted.

"Every so often in this industry a change or invention occurs that alters the business in ways we can't image at the time," said Stempel. He noted that by the time WANADA was formed in 1917, "the choice of what engine or motor would power future automobiles had been established after 30 years of experimentation." Steam engines and electric motors had already given way to the gasoline combustion engine. The invention of the electric self-starter in 1912, which eliminated dangerous hand-cranking, was already in 98% of vehicles by 1917. Ownership also increased with the introduction of the automatic transmission in the late 1930s.

Another of those "important inventions that changed the auto business" began in the 1990s with battery-powered cars and progressed to hybrid electric vehicles (HEVs), cars that combine small gasoline engines with electric drive. For 2004, Stempel cited the second generation Prius HEV

**Above, media, dealers and industry VIP guests at the Press Day luncheon listen to Robert C. Stempel predict a technology-based rosy future for the industry. Below, Stempel (center) with (from left) WANADA board members Jack Fitzgerald, Tammy Darvish, George Doetsch, Richard Snyder, Morty Zetlin, Tony Santy and WANADA CEO Gerry Murphy.**



(recipient of the John Lynker Excellence in Engineering Award), the Honda Civic HEV, and planned HEVs from Ford, GM, VW and BMW.

He said hybrids will have a big impact on the industry, including no loss of convenience or performance to the consumer, big gains in fuel economy and a significant reduction in auto-related emissions. Hybrids will also fuel growth in automotive volume world wide.

"And the bigger the vehicle, the bigger the fuel economy savings and emission reduction, so we can expect to see full size pickups, SUVs and buses as hybrids," Stempel

added.

Hydrogen powered vehicles are also on the horizon "whenever the auto industry decides to replace the internal combustion engine with a fuel cell," he said, adding that "it would be a great advantage to the industry to make this transition as soon as possible."

Stempel predicted that hybrids would be a "sea of change for the industry." And on the visual side, he said, "automotive style is back," with vehicles of every description that offer something for everyone.

"The auto business is truly a 'History With a Future'," he concluded.

## WASHINGTON AUTO SHOW PRESS DAY HIGHLIGHTS



Auto Show Chairman George Doetsch (above left) opens Press Day activities with a summary of 2004 auto show highlights. Ford engineer David Wagner (above right) explains the many "future tech" features of the Model U concept car. At right, Toyota's Martha Voss accepts the John Lynker Excellence in Engineering Award for the Toyota Prius from WAPA President Dan Carney. Voss said that like Lynker, the Prius "certainly is an original." Jeanette Michael (below right), executive director of the D.C. Lottery is enthusiastic about The 2004 Washington Auto Show/D.C. Lottery Second Chance Drawing which will award a 2004 Ford Thunderbird to one "lucky loser" holding a non-winning lottery ticket. Bottom right, Tammy Darvish and friend with auto show celebrity "The Cat in the Hat."



### "Master Motivator" Offers Sales Strategies

Curt Tueffert (right), "America's Master Sales Motivator" and renowned NADA speaker, presented a WANADA-sponsored motivational workshop for sales professionals last week at the Washington Convention Center. Tueffert presented successful strategies of top performers in companies and associations in the areas of leadership and sales. Done as part of a study to determine what makes the top people tick, he showed how these strategies can be replicated by others. Participants also got a complimentary research study on their company as well.





## 2004 WASHINGTON AUTO SHOW OPENING DAY SNAPSHOTS



At left from top to bottom: new cars, future cars, classic cars and even "van art"—there is something for everyone at the 2004 auto show. Above right, fans line up for NASCAR Busch driver Mark McFarland. At right, Channel 9 interviews Auto Show Chairman George Doetsch (right) and WANADA CEO Gerry Murphy during one of many media interviews given on opening day. Below right, more than 20 mascot and cartoon walkabouts, including SpongeBob SquarePants, are on hand to entertain the kids throughout the show.

**NOTE: Lots more auto show and Snow Ball coverage in next week's Bulletin!**



**Thought for New Year...**

*The future will be better tomorrow.*

—Dan Quayle

**HAPPY NEW YEAR!**