

# THE WANADA BULLETIN

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

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## Headlines...

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*Show open to public Friday, big crowds expected*

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## **It's Showtime!**

### **Speakers set for Public Policy Days at Auto Show; Show opens to public Friday, big crowds expected**

The Washington Auto Show is ready to open against a backdrop of another spectacular year just past for the auto industry, an improving economy and the lowest gas prices in years. In a year when economists are forecasting record auto sales of 17 million for the first time since 2001, area residents are expected to flock to the Walter E. Washington Convention Center for the region's premier automotive event, known on the auto show circuit as the Public Policy Show.



The Made Across America program will feature nearly every American-made vehicle.

The event kicks off on Capitol Hill *today*, January 21, with a program new this year, *Made Across America*. Taking place off Pennsylvania Ave, between 3<sup>rd</sup> and 4<sup>th</sup> Streets NW, the event will layout directly in front of U.S. Capitol. Nearly every American-made vehicle will be represented-- whether it has import name plate or not -- many of them driven to the capital by manufacturer staff from across the country. The program will offer tangible evidence that the industry is back to near peak production and record profits.

The event will be followed from 1:30 to 3:30 p.m. by CARtalks, in the Caucus Room of the Cannon House Office Building. A series of dynamic, 10-minute talks, this public policy forum will tackle issues such as connectivity, autonomous driving and alternative energy. The talks will feature thinkers and visionaries leading the industry, including Peter Sweatman, director of the University of Michigan Transportation Research Institute, and Sharon Silke Carty, editor-in-chief of AOL Autos-Autoblog-Autobloggreen.

## Speakers, press previews set for WAS Media Day, Jan. 22

An impressive lineup of industry and government speakers and manufacturer announcements are scheduled for The Washington Auto Show Media Day, Thursday, January 22, on site at the Convention Center. Check [www.washingtonautoshow.com](http://www.washingtonautoshow.com) for any last-minute changes.

- 8:00 a.m. Newsmaker Breakfast, sponsored by Washington Automotive Press Association (WAPA) and International Motor Press Association (IMPA)
- 8:40 a.m. Opening speeches and welcome - Kevin Reilly, 2015 Auto Show Chairman
- 9:00 a.m. **INDUSTRY KEYNOTE:** Johan de Nysschen, global president, Cadillac, executive vice president General Motors
- 9:45 a.m. Ford
- 10:10 a.m. Toyota
- 10:35 a.m. Chrysler
- 11:05 a.m. Green Car Journal's Green Car Awards  
*Green Tech Car of the Year*  
*Green Luxury Car of the Year*  
*Green SUV of the Year*
- 11:35 a.m. Hyundai
- 11:55 a.m. Kiplinger Best Value Awards for 2015
- 1:00 p.m. Historic Vehicle Association- GM's Futurliner #10 named to National Historic Vehicle Register
- 1:30 p.m. Center for Automotive Research  
**Revving the Economy: New Report on the Impact of Automobiles across America**
- 1:55 p.m. BMW/Volkswagen
- 2:15 p.m. **GOVERNMENT KEYNOTE** -- Dept. of Energy Secretary Dr. Ernest Moniz
- 3:00 p.m. SAE Plenary Session (Room 145) – "Future Vehicles: Integrating Safety, Environment and Technology"

The **Sneak Peek Reception** from 5:00 to 8:00 p.m. offers an excellent opportunity for networking with industry representatives and government officials, including some members of Congress. And, of course, it's a great chance to see the cars before the big public crowds.

Cars making their Washington-area debut at the WAS include the Audi A7 PI, Audi RS5, Toyota Mirai FCV and 2016 Volvo XC90. Because this is the Public Policy Show, alternative fuel vehicles such as the Mirai and the Hyundai Tucson Fuel Cell should draw particular attention.

## New book at 2015 Auto Show, *The New Mobility*

Automated automobiles, Wi-Fi from the passenger seat and driving technology that anticipates and averts accidents. The future is here: How will you drive it?

Award-winning automotive writer and syndicated *Washington Post* columnist Warren Brown explores the greater roles and responsibilities of the car in the connected age. In the 2015

Washington Auto Show book, *The New Mobility*, Brown takes readers for a spin around the whiz-bang technologies on display at the Auto Show.

“The car is a communications device that has come of age,” says Brown, whose book will be available to show-goers. “Breakthrough technology in telecommunications and safety has connected the car and driver with the outside world in ways we could hardly foresee.”

Such advances include the development of the car as a mobile Wi-Fi hot spot, ensuring that connectivity is as close to a driver as the buttons on the dashboard. At the same time, these innovations make for a safer and more enjoyable driving experience as sensors can warn drivers of what to avoid on their journey – from construction and traffic obstacles to wrong turns and collisions. Cars now have the wherewithal – via stereoscopic cameras, radar and sonar systems, and computers – to “see” all of those things before they present a problem and to autonomously take, or prompt their drivers to take, evasive action.

## Celebrities, Hands-on Contest will enthuse crowds at Auto Show

The Washington Auto Show will host plenty of big names this year to keep the crowds entertained. Some of the highlights:

The star of A&E’s cult hit *Duck Dynasty*, Sadie Robertson, will appear on Friday, January 23. After winning the hearts of countless admirers in the latest season of *Dancing with the Stars*, the 17-year-old celebrity comes to the show to spread her message to “live original.”

Ximena Cordoba, meteorologist on the popular Univision network morning show *Despierta America*, will visit the Auto Show Sunday, January 25. The Colombian-born star has done commercials for L’Oreal, Heineken, McDonald’s, Volkswagen and Johnson & Johnson and was also one of the presenters on TNT Movie Club.

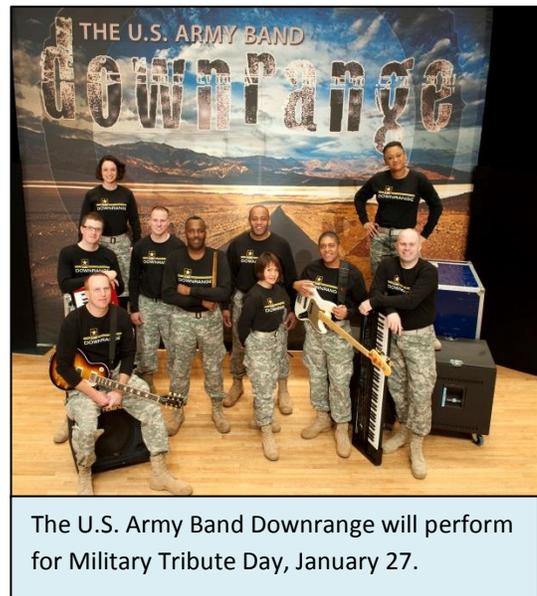
Redskin favorites Dave Butz, Charles Taylor and Mark Moseley will shake fans’ hands and sign autographs on Monday evening, January 26.

The U.S. Army Band, *Downrange*, the music ensemble of the United States Army Band “Pershing’s Own,” will perform in honor of our servicemen and women on Tuesday, January 27, Military Tribute Day. Army National Guard Sgt. Vicki Golding, a former Military Idol winner, will headline the band as lead vocalist.

Legendary WWE Superstar Randy Orton, a.k.a. “The Viper,” will visit the show on Wednesday, January 28, from 6 p.m. to 8 p.m.

Washington Capitals Center Brooks Laich will visit the Auto Show on Thursday evening, January 29. Laich has been grabbing headlines lately for his antics on ice. Just ask anyone who caught him scoring the game-winning goal in the Caps’ January 7 victory over the Maple Leafs.

Mexican actress, singer and anchorwoman, Rosalba Geraldine Bazan Ortiz, will visit the show on Sunday, February 1. With 22 years of experience in entertainment, she has appeared in 17



The U.S. Army Band Downrange will perform for Military Tribute Day, January 27.

telenovelas and is now one of the lead actresses on *Duenos del Paraiso*, the host telenovela produced by Telemundo Networks.

And don't miss characters from Star Wars, presented by the American Red Cross of the National Capital Region; Sponge Bob and Patrick, courtesy of Comcast Spotlight; Red Bird from Angry Birds, and many of kids' favorite TV characters. See [www.washingtonautoshow.com](http://www.washingtonautoshow.com) for more information.

The return of the Hands-On Contest is sure to be a hit, as participants try to keep physical contact with a new Hyundai Sonata for several days in an effort to win the car.

## Chipping away at Obamacare, Part II: Supreme Court case, 3 bills



A Supreme Court is challenging a major part of the Affordable Care Act.

The new Republican Congress is taking aim at the Affordable Care Act, per their stated objectives. Rather than attempting outright repeal that would surely be vetoed by the president, amendment proposals are in the offing. A couple of bills will likely come up for discussion, but the biggest news could come from the U.S. Supreme Court.

The Court announced last November that it would hear the case of *King v. Burwell*, which challenges the ability of the IRS to offer federal subsidies to individuals in states that use the federal health exchange rather than set up their own state exchange. With more than half of states relying on the federal exchange and thousands of individuals receiving federal subsidies, a decision that such subsidies are not permitted under the law would have a major impact. At this point, it looks as if the Court could go either way.

Both the Congressional bills have to do with taxes. One would eliminate the tax on certain types of medical devices. The other would eliminate the excise tax on high cost health plans (the "Cadillac tax"), which was designed to help pay for other parts of the ACA. Although both measures have some bipartisan support, Obamacare supporters could argue that cutting the taxes would put a dent in the federal coffers.

Another bill passed the House on the first day of the session, but would likely have little impact on employers. It would allow businesses with fewer than 50 employees to hire veterans, but not count them as employees under the employer mandate, which requires coverage with 50 or more workers. Veterans already receive health insurance through the Veterans Administration.

## Partially self-driving cars will be on the road by 2017

Powered by strong consumer interest, partially autonomous vehicles will be here as soon as 2017, according to new research by the Boston Consulting Group (BCG). Fully self-driving cars will likely be on the road in a decade and a common sight within two decades.

Cars with autopilot for highway driving and traffic jams will hit the road in large numbers by 2017, followed by urban autopilot by 2022 and fully autonomous driving by 2025. But mass adoption won't occur until the vehicles are safe from cyberattack, uncertainty about liability is resolved, social resistance is overcome and high-precision maps are developed.

“Consumer interest and the production costs will make autonomous vehicles highly attractive to both carmakers and their customers,” said Xavier Mosquet, North America leader of BCG’s Automotive practice. “But OEMs and technology suppliers will need time to build the right scale and reduce costs.”

Consumers cited the following as the most important reasons for buying a self-driving car: lower insurance and fuel costs, increased safety, and the ability to multitask or be entertained while the vehicle drives.

The price of the technology, expected to come in at \$2,000 to \$4,000 per vehicle at launch, will drop in the first ten years or so.

Google is working hard to develop autonomous driving technology but has no plans to build the cars itself, Google’s autonomous vehicle director Chris Urmson said at the Automotive News World Congress last week.

### **Thought for the week...**

We are entering a fascinating period in which autonomous driving, the connected car and new modes of alternative-fuel transportation are advancing at a rapid pace.

--Kevin Reilly, 2015 WAS chairman

Previewing the CARtalks symposium