

THE WANADA BULLETIN

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

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January 20, 2015

Headlines...

Snow in Washington's forecast does not forestall Auto Show Industry/Media Days, but does delay opening to the public until Mon. Jan. 25

Public Policy Days have packed agenda for industry, media

New this year: ART-of-Motion artists will paint cars at the show

State legislatures in full swing; tax cuts proposed

Staying Ahead...

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Washington Auto Show organizers invoke the Snow Hat ritual to minimize winter weather disruption on show's opening. Donning the Auto Show Snow Hat, Show Chairman Geoff Pohanka is flanked by ritual participants Scott Crabtree, Pohanka Automotive, (left) and show producer John O'Donnell

The Washington Auto Show that was set to open to the public Friday, Jan. 22, now will not open until Monday, Jan. 25. This is because management of the Walter E. Washington Convention Center determined that heavy snow in the forecast commencing Friday, Jan. 22, is a significant enough threat to warrant this extraordinary action.

None the less, Auto Show producer John O'Donnell has the legendary Auto Show Snow Hat *at the ready* with its reputed mystical powers to keep winter weather from setting back attendance. The Snow Hat, inherited from two generations of Murphys (Mike and his son Gerry) who preceded him as WANADA CEO, is a stylish men's fedora from the 1950s. "The Snow Hat won't always prevent foul winter weather disruptions," said O'Donnell, in the face of heavy snow in the forecast for Washington on what would have been the show's first weekend. "But it has been credited with keeping show attendance on track when final results are tallied," he said.



John O'Donnell and Geoff Pohanka are interviewed about the Washington Auto Show on Live News 8 TV.

O'Donnell and Auto Show Chairman Geoff Pohanka appeared on Live News 8 TV

earlier in the week to promote the show and get viewers pumped to attend it. The show will offer 750 different models from more than 40 manufacturers, Pohanka told NewsChannel 8 reporter Josh Knight. With the average car on the road now 11 years old, he said, consumers are ready to browse the show for their next purchase. The vehicles on display are “very affordable and brimming with new technology,” and cutting edge features, such as lane departure warning and blind spot warning, Pohanka added.

“We try to educate Congress,” O’Donnell told NewChannel 8. Vehicle-to-vehicle technology will be displayed for members of Congress and the media in a demonstration drive from the Rayburn House Office Building to the W.E. Washington Convention Center, the situs of the Auto Show, on Wed., Jan. 20.

In the near future, and in some models now, you can “bring your phone to the vehicle, and have all the latest innovations of high technology surrounding you in the vehicle,” O’Donnell said.

Pohanka spoke to NewChannel8 also about the ART-of-Motion exhibit, happening in a 7,000-square-foot space at the Auto Show. On three different days, a different car will be painted from 4:00 to 8:00 p.m. (see article on page 4). The show chairman also touted Young Professionals Night as well as the many family-friendly events, from the KidZone to an appearance by Ryan Zimmerman of the Washington Nationals.

All in all, Pohanka and O’Donnell made the Washington Auto Show sound like the great event it is for families, car enthusiasts, consumers in the market for a new car and anybody else who wants to be part of one of the biggest annual events in Washington.

Public Policy Days have packed agenda for industry, media

The Washington Auto Show’s Public Policy Days, January 20 to 21, offer a full schedule for the media and industry executives. Look for a full report in next week’s *Auto Show Special* edition of the WANADA Bulletin. The two of industry/media events for the Auto Show are as follows:

Wednesday, January 20 - MobilityTalks

Rayburn House Office Building - Gold Room (#2168)

12:30 p.m.

Luncheon and Introductions

Sen. Gary Peters (D-Mich.), chairman, Senate Smart Transportation Caucus, to launch Washington Auto Show MobilityTalks.

1:00 – 2:00 p.m.

Panel Discussion with Q&A

Organized in partnership with the Intelligent Transportation Society of America, the panel will be moderated by Joseph White, transportation editor, Thomson Reuters. Speakers include Maureen Ohlhausen, commissioner FTC; Dr. John B. Kenney, director and principal researcher, Network Division, Toyota InfoTechnology Center; Cordell Schachter, chief technology officer, NY DOT; Ken Athanasiou, VP/CIO, AutoNation; Dr. Regina Clewlow, Dir. of transportation research and policy, RideScout; and Jeffrey Massimilla, chief product cybersecurity officer, General Motors.



Sen. Gary Peters (D-Mich.) to introduce MobilityTalks Symposium on connected and autonomous cars.



Workers finishing up 2016 Washington Auto Show exhibits.



2:15 – 2:45 p.m.

Connected Car Demonstration Caravan from Capitol Hill to Walter E. Washington Convention Center

An on-road demonstration of the latest connected vehicle technologies that are making our roads safer and our infrastructure smarter, from Capitol Hill to the show site, the Walter E. Washington Convention Center. The demonstration will host high-level government officials and also feature a vintage Ford Model T named to the National Historic Vehicle Register by the show's partner, the Historic Vehicle Association. This car has just completed the same road trip driven a century ago by Edsel Ford and his friends, from Detroit to San Francisco.

Thursday, January 21 – Industry/Media Day

Walter E. Washington Convention Center

(Note the addition of Energy Secretary Ernest Moniz at 9:40 a.m.)

8:00 a.m. Newsmaker Breakfast, sponsored by Washington Automotive Press Association (WAPA) and International Motor Press Association (IMPA).

Location: Honda exhibit.

8:40 a.m. Opening speeches and welcome

8:55 a.m. INDUSRY KEYNOTE: John W. Mendel, executive vice president, American Honda Motor Co.

9:25 a.m. Motor & Equipment Manufacturers Association (MEMA)

Location: Intelligent Transportation Superhighway

9:40 a.m. Dr. Ernest Moniz, Secretary, U.S. Department of Energy

9:55 a.m. Green Car Journal's Green Car Awards:

Connected Green Car of the Year

Luxury Green Car of the Year

Green SUV of the Year

LEVEL TWO

10:40 a.m. FCA Group-Chrysler

11:00 a.m. Alfa Romeo

11:20 a.m. Toyota

11:40 a.m. General Motors

LEVEL ONE**12:15 p.m. Hyundai****12:40 p.m. Lunch, sponsored by Hyundai**

Location: Intelligent Transportation Superhighway

1:10 p.m. Watch Jamaal Newman paint a 2015 Kia – Special Feature: ART-of-Motion presented by Automotive Rhythms

Location: ART-of-Motion exhibit

1:30 p.m. National Safety Council

Location: Intelligent Transportation Superhighway

2:00 p.m. GOVERNMENT KEYNOTE: Mark Rosekind, NHTSA Administrator

Location: Intelligent Transportation Superhighway

3:00 p.m. SAE International Government/Industry Conference (Room 145)**3:00 – 4:00 p.m.** – *Creating the Automotive Future in a Collaborative Environment***4:00 – 5:00 p.m.** – *What do Government Agencies Think?**The Role of Government and Industry in the Future of Mobility***5:00 – 8:00 p.m.****Sneak Peek Reception**, presented by Auto Alliance, Global Automakers, NADA, Hargrove. *Location: Show floor*

Blind Whino will conduct live art paintings throughout the day.

Edward Joseph will paint a 2016 BMW Mini JCW during the Sneak Peek Preview from 5:00 to 8:00 p.m. Thurs., Jan. 21.

New this year: ART-of-Motion artists will paint cars at Washington Auto Show

Automotive Rhythms painted a Dodge Viper for the 2015 Chicago Auto Show.

Automotive Rhythms, the trendsetting urban automotive media group, will debut at The Washington Auto Show a cutting-edge car art display featuring a 6,000-square-foot exhibit of experiential graphic backdrops consisting of bikes, fashion, autos and murals.

Nationally celebrated illustrator Demont Pinder, aka Peekaso, along with Ed the Artist and Jamaal Lamaaj, will paint at the art display. At least 10 manufacturers will exhibit specially commissioned art cars for the occasion. Fashion models posing as

figurines will align inventive fusion and entertainment.

“ART-of-Motion promises to reach auto enthusiasts and art lovers alike,” said John O’Donnell, WANADA president and producer of The Washington Auto Show. “This partnership expands The Washington Auto Show’s niche as a host of connective and innovative exhibits that put a new perspective on the auto industry.”

“Undeniably an enticing attraction for a tier-one auto show, this spectacle will finally portray automobiles as we understand them -- works of beauty and innovative design,” said Kimatni Rawlins, president and publisher of Automotive Rhythms.

The ART-of-Motion feature will be located on the lower level of the Convention Center. On Saturday, January 23, from noon to 4 p.m., GM's designers will style a new Chevrolet sports car. On Sunday, January 24, from 11 a.m. to 3:00 p.m., Toyota will host an interactive art installation with the new RAV4 by Blind Whino SW Arts Club, who will also design the exhibit space. Shoe City, Mazda, Dodge, Kia, MINI, Jaguar and Lamborghini will feature specially painted art cars.

In addition, there will be a mix of two-wheel excitement representing the world of sportbikes as well as cruisers from Garwood Custom Cycles, Wise Choice Customers, Myrtle West Customs and Camtech Custom Baggers. Specialty partners include Mothers Car Care, Exotic Vehicle Wraps and Street Dreamz Customs. Last, ART-of-Motion will feature a hometown favorite Washington Redskins-themed Slingshot.

State legislatures in full swing; tax cuts proposed

Legislative sessions in Maryland and Virginia are gearing up amid expectations of partisan squabbles and vows and hopes for some bipartisan agreement.

Each state has a split government, which offers balance but makes it harder to pass legislation. In Maryland, Republican Governor Larry Hogan is determined to cut taxes and has already lowered some registration fees for franchised dealers. Democrats, the majority party in Maryland's General Assembly, are anxious to avoid further cuts to education.

Hogan has proposed tax cuts of \$80 million a year over five years for small businesses, the elderly and working families. Maryland Senate President Thomas Mike Miller (D) has suggested that the legislature should instead look at adjusting overall income tax, including business tax, as a way to bring more business to the state. Some lawmakers want to ensure that any tax cuts are offset by revenue elsewhere in the budget. Governor Hogan will likely push harder for his priorities this year, both because it's his second year and he has an approval rating of 63 percent.

Maryland lawmakers this session will also look at other ways to improve the business climate and consider whether to require employers to offer paid sick leave. Democrats will push a bill mandating seven paid sick days a year for full-time employees.

Virginia, of course, has a Democratic governor and Republican Assembly. Governor Terry McAuliffe has proposed lowering the corporate tax rate to 5.75 percent from 6 percent, saying that would bring more business to the state. But some Republican lawmakers say they would prefer a broader look at the overall tax code.

An economic initiative in Virginia could garner bipartisan support. The governor's budget set aside \$38 million for Go Virginia, based on public-private partnership and offering "growth and opportunity grants," proposed in bills in the House and Senate. The money is intended to encourage collaboration on private sector growth and job creation. The distraction of Virginia being a swing state in the presidential election could make it harder to get anything done.

Based on reports from the Washington Post, Baltimore Sun and Associated Press.

Staying Ahead...

There will be 750,000 square feet with 750 different models on display for the public to come and see and come buy their next car.

--Washington Auto Show Chairman Geoff Pohanka, talking about the Auto Show on Live News 8 TV.