

THE WANADA BULLETIN

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

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Washington Auto Show Special Edition #2

February 14, 2013

Headlines...

“Best attended Auto Show in Washington’s history”

DOT’s LaHood, NHTSA’s Strickland visit Auto Show, spotlighting WAS status as industry’s public policy show

Advanced Technology SuperHighway educates and fascinates Auto Show visitors

Auto industry journalists conduct VIP show tours for car enthusiasts

Military Day: Free admission for service people; Joint Chiefs vice chairman salutes the wounded veterans

Student Day: High Schools hear about auto careers; collegians compete in choral competition

Celebrities draw fans to the Auto Show; car contests excite visitors

Dealers and related groups hold conferences, staff seminars and meet-and-greets at the Auto Show

Recognizing the good work of the men and women who staff the Auto Show exhibits

Behind The Washington Auto Show’s success: the leadership, advisors, staff organizers and sponsors

Thought for the Week...

“Best attended Auto Show in Washington’s history” Twenty percent more showgoers this year than the last

A successful auto show is most directly proportionate to the public turnout, and by that measure The 2013 Washington Auto Show was the most successful ever. “The public came out in droves this year resulting in the best attended Auto Show in Washington’s history,” said Robert Fogarty, chairman of The Washington Auto Show (WAS).

“We had an extraordinary flight of show promotions that tapped into the strong car

buyer demand that we dealers are regularly experiencing in showrooms,” said Chairman Fogarty of Sport Automotive. There is also an element of good fortune in any successful public response to the Auto Show, an important part of which this year was the snow storm Washington escaped that devastated the northeast, north of the region, he said.

Barbara Pomerance, who directs WAS promotions, described the new directions show promotions took that she said spiked attendance. “We were able to complement a well-structured, strong traditional media-buy with a well-conceived, properly directed social media component that brought the people out,” said Pomerance.



Record crowds at The 2013 Washington Auto Show, Feb. 1-10



Auto Show Chairman Robert Fogarty (left) with Show Producer Gerard Murphy donning the Auto Show Snow Fedora invoking the hat's reputed and longstanding mystical powers of preventing snow storms in Washington during the Auto Show. The Northeast was devastated by snow emergency conditions that did not extend to Washington on the Auto Show's second weekend.

“This year’s Auto Show ads with their *hottest ticket in town* theme resonated with the public and were all over the market here, starting well in advance of the show, then increasing in frequency, up to and beyond opening day,” she said.

Additional promotions included a day honoring service men and women (WAS Monday) where active duty and retired military were admitted to the show for free. Student Day, followed (WAS Tuesday), with deep ticket discounts for patrons displaying student IDs. There were also special events on these dedicated days, to include performances by the U.S. Army Downrange Band and the Old Guard Fife and Drum Corps. Student Day included an auto business career presentation and show tour for about 500 area high school students and a *cappella* choral group competitions among area college students. (See articles below on Military and Student Days.)

“We had the happy problem of managing the largest weekend crowd we’ve ever encountered said Bob Yoffe, show manager. This was challenging at the outset when the record crowd arrived on the first Saturday, according to Yoffe, because it overwhelmed a new registration system tied into on site ticket purchases. Once the system settled in to the unprecedented attendance -- that was up a full 20% over the previous Auto Show -- the ticket lines that early on had swelled with patrons became manageable and free flowing again, Yoffe said. “Non-ticket takers on staff became ticket takers until the new registration system cleared its first hurdle, that proved to be a high jump,” he said.



Visitors crowd WAS displays on Saturday, Feb. 2

“Not in this convention center, let alone the previous one that was smaller, have we had an Auto Show attendance on a par with this year,” said WAS Producer Gerard Murphy who has directed every Washington Convention Center Auto Show since the 1980s. “Short of the history this Auto Show made last year when President Obama visited, the largest attendance in a show’s history that spans 96 years is a good as it gets,” Murphy said.

“True enough, there’s no business like show business,” quipped Chairman Fogarty. Unless it snows, he acknowledged, since severe winter storms shut down auto shows. Did the

time-honored ritual of WANADA’s famed Auto Show Snow Hat and the mystical powers attributed to show organizers who wear it keep the blizzard that crippled the northeast away from Washington while the show was on? “The snows that shut down New York and points north didn’t reach Washington and the show went on yielding record crowds,” said Fogarty. Indeed it did, Mr. Chairman, and the rest is history.

Washington notables tour WAS on Public Days

DOT's LaHood, NHTSA's Strickland visit Auto Show, spotlighting WAS status as industry's public policy show



DOT Sec. Ray LaHood (2nd from left) flanked by NHTSA chief David Strickland (center, foreground) hear from Mercedes rep about exhibit.



DOT Sec. LaHood with reporters as he commences a tour of the 2013 WAS

In keeping with The Washington Auto Show's positioning as the public policy show on the industry's circuit, one of the highlights of this year's event was a tour of the show by Transportation Secretary Ray LaHood and National Highway Traffic Safety Administration chief David Strickland on Auto Show Monday, Feb. 4.

"They had specific OEM exhibits they wanted to see," says Barbara Pomerance, director of show promotions. "We worked with stakeholders to have reps in each exhibit space." LaHood and Strickland were accompanied by reporters from CNN, Bloomberg News, the *Detroit News* and *Politico*, who were especially interested in LaHood's and Strickland's perspectives on auto safety and alternative fuel innovations.



(L to R) Transportation Sec. Ray LaHood, Congressman Mike Kelly (R-Pa.) and Assistant Auto Show Chairman Kevin Reilly

"Area automotive fans know that the real destination for seeing the most exciting new developments is The Washington Auto Show," Secretary LaHood wrote in his blog. "From more precise steering control to improved airbag technology, today's vehicles are designed to keep drivers and passengers safe from crashes and safe during a crash."

LaHood was particularly impressed by the recent developments in driver alert technology. He noted the increase in lane departure and forward collision warning systems, blind spot monitoring and rear view backup cameras. NHTSA had a booth at the show that featured a 1973 Chevy Impala, the first Chevrolet to offer air bags as a standard feature.

Several other notables from the Obama administration toured the show earlier during Industry/Media Days, to include Secretary of Energy Steven Chu, who gave the public policy keynote address outlining DOE's "EVs Everywhere" program (See last week's WANADA Bulletin report.) Others from Industry/Media Days included Acting Secretary of Commerce Rebecca Blank.

Stopping by when Secretary LaHood was on hand was Congressman Mike Kelly, a House Republican auto dealer from Pennsylvania.

"That cabinet level officials and other notables from the Obama administration toured the show along with members of Congress is proof positive of Washington's status as a tier one industry event and the public policy show," says Kevin Reilly, assistant WAS chairman and president of Alexandria Hyundai. On the manufacturer side, "the OEMs know the thrust of our show, so they bring their most technologically advanced products for safety and technology, and for interactive displays," he said.

But the show isn't just for policymakers. With a stellar cast of celebrities, promotions, and interactive contests, the 2013 Washington Auto Show was, indeed, "the hottest ticket in town," says Barbara Pomerance, director of show promotions, referring to the show's theme line. "We enhanced the Auto Show's educational value this year with the 'Walking Tour of the New World of Driving,' the brochure distributed to show visitors compiled by *Washington Post* automotive columnist Warren Brown."

The educational component for show visitors was significantly broadened by the growing number of Ride and Drives that OEMs are increasingly making available on the show floor and, more typically, outdoors on the perimeter of the Washington Convention Center. In total, seven OEMs offered Ride and Drives: Cadillac, Fiat, Kia, Scion, Subaru, Toyota and Volkswagen. The only indoor track was for the Fiat 500. "The firsthand experience of test drives at the Auto Show is something visitors are looking to do more and more," said Bob Yoffe, show manager, who arranged the Ride and Drive segments with the OEMs well in advance of opening day.

"The show floor was visitor friendly, too, being organized with things like 11 luxury brands grouped together in what we've named "Luxury Lane" on the south side of the first level," Yoffe said. "On the opposite side of level one we grouped the exotic brands, all of which tout six-figure purchase prices and extraordinary high performance." Another positive result of the WAS floor reconfiguration was Toyota joining Chrysler, GM and Ford on the second level of the show.



Showgoers prepare to take this Toyota for a test drive outside the convention center.

Advanced Technology SuperHighway educates and fascinates Auto Show visitors

The Advanced Technology SuperHighway (ATS) drew special interest this year as a signature feature of Washington as the public policy auto show, with scores of showgoers interested in the latest developments in energy efficiency, fuel economy and safety.

To help showgoers understand what they were looking at in the ATS, veteran automotive journalist Warren Brown created a booklet that was given out at the show, *Advanced Technology Systems: A Walking Tour of the New World in Driving*. Effectively illustrated with photos of current models and specifically written for non-



Warren Brown's WAS walking tour guide to advanced technology was a first-time hit.

experts, the booklet describes the latest design innovations put forth by the industry. It also includes a helpful glossary of terms that explains concepts from active safety systems to telematics.

When Brown led VIP tours through the ATS, he says, “I tried to show them how the cars before them differ significantly from cars 10 and 20 years ago. Telematics and computer control are very important to safety and fuel economy.”

The finalists for the Green Car Technology Award, bestowed by Ron Cogan, publisher of the Green Car Journal, were displayed in the ATS pavilion throughout the show. (The award recognized technology, not vehicle models, *per se*.) The 2013 Washington Auto Show winner was the **Mazda SkyActiv** system, which is engineering and manufacturing processes that produce lighter weight components. Finalists for the award were the Fiat MultiAir; the Fisker Automotive extended-range plug-in powertrain; Ford’s Energi plug-in hybrid, EcoBoost direct injection system and Stop-Start hybrid system; Honda Eco Assist, Nissan Easy-Fill Tire Alert system; Tesla Model S, and Toyota RAV4 battery-electric.



Green Car Technology Award goes to Mazda for its SkyActiv system displayed here with the 2013 Mazda CX-5 sedan in the WAS Advanced Technology Superhighway pavilion

Auto industry journalists conduct VIP show tours for car enthusiasts

In a first for The Washington Auto Show, dozens of showgoers of the car enthusiast stripe bought higher priced tickets for special VIP tours with award-winning journalists and automotive aficionados Warren Brown and Jayne O’Donnell.

Some chose to have a private, behind-the-scenes morning tour before the show opened. Others took their tour in the midst of the crowds and activity. The guides found that 90 minutes wasn’t much time to cover the entire show. On one of O’Donnell’s tours, “one guy was a hot rodder, one woman was into trucks,” she said. “I showed her the Dodge Ram pickup and told her about the fuel economy improvements.”



Jayne O’Donnell, automotive writer for *USA Today* (left), directs special car enthusiast tour at The WAS

O’Donnell, a reporter and columnist for *USA Today*, said the people on her tour were generally well informed on horsepower and fuel economy. She focused on safety and new technologies, since those are her areas of expertise. “They were interested in hybrids, electrics, and why one would buy one versus another,” O’Donnell says. She found a lot of interest in safety technology, especially collision avoidance technology.

One of O’Donnell’s tours included a 12-year-old boy and his father. The boy loved sitting in a restored Corvair minivan, where an attendant did time lapse photography to produce a flip book. On another tour, she had a car enthusiast

with his 80-year-old dad. “The prices just killed him,” O’Donnell says. But “he had a lot of fun. He said he once owned a Buick, but it had a Chevy engine because they all had the same engine then.”

Brown, former reporter and longtime auto columnist for *The Washington Post* and recent winner of WANADA’s Lifetime Achievement Award, said he offered “a vehicle lesson, some industry analysis, but also a little bit of history and sociology about the auto industry.”

“I tell them, we’re seeing more 4-cylinder cars and smaller cars, not because people want to have them, but because of global government requirements for fuel economy and emissions.” He told showgoers about the lack of a U.S. energy policy, and that \$4 for a gallon of gas is inexpensive compared with the rest of the world. “This is why many Americans continue to buy big vehicles with poor fuel economy as opposed to people from other countries where fuel is far more costly,” said Brown.



Veteran auto columnist Warren Brown leads VIP tour at the show, a first this year

Military Day: Free admission for service people; Joint Chiefs vice chairman salutes wounded veterans



Brian Conklin, government relations for USAA; and Asst. Sec. of the Army Katherine Hammack team up to emcee Military Day, Feb. 5

The U.S. Army continued its annual partnership with The Washington Auto Show (WAS) with a variety of events, all of which culminated in Honor the Military Day, Feb 5 (Auto Show Tues.)

At a press conference on Media Day, Jan. 31, Col. Peter Newell, director of the Army’s Rapid Equipping Force (REF), announced a joint venture with Local Motors on state-of-the-art military vehicles. Since 2007, Local Motors has led auto design, manufacturing and technology efforts to create war-ready Army vehicles. Now REF and Local Motors are looking for ideas from the Army’s soldiers, engineers and designers to provide solutions in design

and technology for Army vehicles.

Auto Show Tues. (Feb. 5) was USAA Honor the Military Day and all active duty and veteran military could enter the show free. The program featured information from OEMs about vehicle discounts and career tracks and training for military personnel. In addition, the U.S. Army Downrange Band and the Old Guard Fife and Drum Corps performed, which was introduced by Assistant Secretary of the Army, the Honorable Katherine Hammack.



Army’s Old Guard Fife and Drum Corps perform on WAS Military Day



Vice Chairman of the Joint Chiefs of Staff, Admiral James Winnefeld, Jr. greets a soldier at the Wounded Warriors dinner

On opening day of the Auto Show (Feb. 1), Vice Chairman of the Joint Chiefs of Staff, Admiral James Winnefeld, Jr. attended the Wounded Warriors Dinner at the WAS to salute veterans injured in war zones for their extraordinary service to America.



(L to R) WAS Producer Gerard Murphy; Tamara Darvish, DARCARS; Admiral James Winnefeld, Jr.; Jim Dinegar, Greater Washington Board of Trade at Wounded Warriors dinner

The Wounded Warriors/National Capital Region is organized to support war veterans injured in the line of duty while they are receiving remedial medical treatment. The event at the Auto Show consisted of a buffet dinner and Auto Show tour for the veterans and their families, sponsored by Central Atlantic Toyota and DARCARS which together support the Wounded Warriors and their activities year round.



Wounded Warriors dinner on WAS opening day, Feb. 1

Student Day: High Schools hear about auto careers; collegians compete in choral competition

On Feb. 4 (Auto Show Mon.), dubbed Student Day, students from area high schools and colleges received a \$7 discount on admission to the show. But a variety of student activities was an attraction as well.

On the morning of WAS Student Day, close to 500 students from 11 local high schools heard about career opportunities in an event hosted by WANADA's Auto Dealer Education Institute, where veteran sales trainer Gary Long, emceed a dealer panel representing the full gamut of automotive career possibilities. Auto dealer panelists included Wanda Cockrell, service manager, and Andrew Clegg, auto technician, DARCARS Lexus of Silver Spring; Harold Redden, vice president and Andy Portillo, service manager of Fitzgerald



Gary Long, a veteran auto sales trainer, addresses close to 500 students from 11 local high schools during auto career presentation on WAS Student Day, Feb 4

Auto Malls. A special thanks to Steve Boden, Montgomery County ACT Foundation, on pulling together the high school presentation/auto show tour.

Schools represented were Edison, Seneca Valley, Damascus and Gaithersburg in Maryland; Springarn and Ballou in DC, and Falls Church, Marshall, South Lakes, Oxon Hill and the Center for Applied Sciences in Virginia.

In the evening, the auto show hosted its first annual "Auto Tunes: Collegiate A Cappella Competition," drawing singers from American, Catholic and George Washington Universities.

"We want to celebrate our students and what better way to do that than with music?" says WAS Chairman Robert Fogarty.

The Catholic University group *Redline A Cappella* won the competition, judged by an official "applause meter." Winning team members each received \$30 in iTunes gift cards.



Catholic University's winning a cappella team, *Redline A Cappella* on WAS Student Day singing group competition

Celebrities draw fans to the Auto Show; car contests excite visitors

This year's Auto Show offered a wide array of entertainment and celebrities for all tastes, from football and super star wrestlers to TV stars and an Olympian.

One of the most popular was Gabby Douglas, the first African-American to win the most prestigious Gold Medal in gymnastics, the Olympic Individual All-Around competition. Douglas, who received two gold medals at the London Olympics last summer, met fans and signed autographs at the Toyota booth Friday evening, February 8.



Renowned Redskins' linebacker London Fletcher (right) signs an autograph for a happy fan

Popular Redskins' linebacker, London Fletcher, who also signed autographs, was a huge favorite. "Everyone was worried about him leaving the Redskins and happily for the home town team, he did not," said WAS promotions director Barbara Pomerance.



2012 Olympic Gold Medal winner Gabby Douglas with a young fan

Wrestling superstar Randy Orton signed autographs starting at 6 p.m., Feb. 6 and was such a big attraction that people started lining up six hours ahead of time. The next day, wrestling fans stood in line again to meet famed WWE performer Sheamus.

Karina Smirnoff, famed dance professional from Dancing with the Stars, greeted Auto Show visitors in the Mazda exhibit, where she was enthusiastically received by fans lining up to meet her. She became a favorite of service men and women when she partnered with 2011 DWTS Champion and decorated Iraq war veteran J.R. Martinez.

A big crowd turned out to see Richard Rawlings, owner of the acclaimed hot rod shop Gas Monkey Garage in Dallas, hosted by Ford on Feb. 5. Rawlings is currently featured on the Discovery Channel's "Fast 'N' Loud" show. In the show, Richard and his partner Aaron Kaufmann search for, buy and restore classic cars for auction in Texas and other nearby states.

Other TV stars signing autographs were Johnny Lozada, Univision and Penelope Menchaca, program host for Telemundo.

On the first weekend of the WAS, Gloria Del Castillo, national coordinator for Buckle Up for Life, gave presentations about child passenger safety on the Toyota stage. Del Castillo is an injury prevention coordinator at Cincinnati Children's Hospital Medical Center and has worked with Toyota and trauma specialists to create the safety program. Former Space Shuttle astronaut Garrett Reisman also signed autographs on the Toyota stage on the first weekend relative to the Tundra truck that reportedly pulled the 80 ton NASA Space Shuttle, unassisted.



Karina Smirnoff demonstrates a dance move with a U.S. Army exhibitor at The WAS

IMF economist wins 2013 Hyundai Sonata in "The Price is Right" contest; Ford, Kia announce contest winners

In keeping with the global flavor of The Washington Auto Show and the city that houses it, Gabon (Africa) native Thierry Nguema-Affane of Washington, DC, won a 2013 Hyundai Sonata in "The Price is Right" contest. He correctly guessed the price of the Sonata, airfare for two to Los Angeles, hotel fees and a pair of tickets to "The Price is Right" TV show.



"The Price is Right" contest winner Thierry Nguema-Affane in the 2013 Hyundai Sonata he won

Nguema-Affane is an economist and statistician at the International Monetary Fund, where he advises an executive director who represents 24 African countries. He came to the show seeking to upgrade his 2003 Mitsubishi Montero when he entered the contest, sponsored by WUSA 9, Washington Area Hyundai Dealers and WANADA.

"Washington Area Hyundai Dealers are thrilled to sponsor this showcase at the area's ultimate showcase, The Washington Auto Show," says Chris Huizinga, general manager of Brown's Manassas Hyundai.

Ford sponsored a contest for a trip to Houston to visit the Gas Monkey Garage, the hot rod shop featured on Discovery Channel's "Fast 'N' Loud." The winner, 20-year-old student pilot Renee Michael of Bunker Hill, W. Va., won two round trip airline tickets, a two-night hotel stay and spending money.

Kia sponsored an online contest to win a 2013 Optima. The contest was promoted at the show, and a few days after the show closed the winner was announced: Deborah Sholtes of Boyds, Md.



Auto Show nurtures romance, seen above and reported on NBC News. The happy couple: Charles Wilson and Nikki Waddell (center) flanked by Cadillac specialist Sondra Lauzano (left) and Daniel Jobe, Auto Show Committee (right)

Couple gets engaged at WAS, 5 years after first date in Cadillac display

In a romantic scene at the Auto Show, only days before Valentine’s Day, a couple got engaged at the Cadillac display. It was the site of the first date five years ago for Charles Wilson and Nikki Waddell, and they have been back every year since. Wilson is chief of staff for DC Council member Anita Bonds, and Dr. Waddell is a physician in Virginia.

Dealers and related business groups hold conferences, staff seminars and meet-and-greets at the Auto Show



Senior staff from DC, Maryland and Virginia motor vehicle agencies “panel-up” for the annual Washington Regional Tag and Title Seminar at the WAS

The Washington Auto Show (WAS) always presents the opportunity for WANADA members and related business groups to stage meetings on site, allowing attendees the opportunity to tour the show. This year was no exception. On the morning of Feb. 7 (Auto Show Thursday), WANADA conducted the always popular Washington Regional Tag and Title Seminar at the WAS which brought a crowd of tag and title dealership professionals from in and around the Capital Beltway

to interact with agency officials from DC DMV, Maryland MVA and Virginia DMV. As always, the seminar benefitted agency and dealership personnel on the unique interaction of the three jurisdictions on motor vehicle sales transactions.

In another WANADA dealer member seminar conducted on site at the WAS, dealership sales staff sat in on an informative presentation entitled “Negotiating for Gross,” given by veteran sales trainer Gary Long. The workshop was attended by both entry-level and seasoned salespeople who had their choice of morning and afternoon sessions.



Auto sales trainer Gary Long at WANADA dealer seminar during the WAS

The Small Business Legislative Council at the WAS



SBLC Chairman Gerard Murphy of WANADA (left) conducting the small business coalition’s annual meeting.

As a member of the Small Business Legislative Council (SBLC), WANADA and other trade associations representing small businesses across the U.S. met for their annual meeting at The Washington Auto Show as guests of WANADA’s president and

WAS producer Gerard Murphy, who hosted breakfast. Murphy, stepping down this year as chairman of SBLC, provided his association CEO colleagues an auto industry-themed perspective on the myriad of regulatory and tax issues that regularly confront and confound small business trade groups across the country. With the focus of the SBLC coalition, consisting of about 80 trade associations, being Congress, the White House and federal agencies, Murphy recruited Shane Karr, who heads Washington government affairs for the Alliance of Automobile Manufacturers to be the keynote speaker. Finishing his term as SBLC chairman, Murphy’s successor as chief elected officer is Paul Stalknecht, president of the Air Conditioning Contractors of America.

DARCARS hosts staff from dealerships at The WAS



DARCARS staff meet-and-greet on Auto Show Sunday. DARCARS people and their families turned out in large numbers for the show visit



DARCARS employees at The 2013 WAS

The DARCARS dealer organization with its multiple franchises and stores throughout the Washington area invited its entire staff and their families to The Washington Auto Show (WAS) on Auto Show Sunday (Feb. 3). The dealer group arranged for a meeting room at the Walter E. Convention Center where their people could assemble for lunch and snacks-that ran all afternoon.

Tamara Darvish, a past Auto Show chairman and past WANADA chairman, conceived the idea of the DARCARS organization putting together a companywide social occasion that was “ready made” with The WAS up and operating. “Our Auto Show presents an ideal family-oriented entertainment venue that couldn’t be better suited for an automotive organization like ours,” she said. “A dealer employee event

at the Auto Show is easy to organize and a good deal all around since WANADA sends dealer members complimentary show passes for dealer staff and good customers ahead of time.”

DARCARS also sponsors a Wounded Warriors dinner at the Auto Show, which this year turned out scores of injured war veterans and their families (see “Military Day” article, above).

Recognizing the good work of the men and women who staff the Auto Show exhibits

Each year, WANADA, as producer of The Washington Auto Show (WAS), tangibly recognizes the many persons who diligently, successfully staff the wide array of OEM displays and exhibits by interacting with visitors who attend the show. There are two types of professionals staffing the exhibits, one being WANADA dealer sales representatives from around the region, and the other being OEM directed product specialists.

In the case of the sales representatives at the WAS, WANADA runs a “Mystery Shopper” program where WAS organizers and WANADA leaders let it be known that they are out and about throughout the Auto Show observing sales representatives’ demeanor and technique with show visitors, all of whom are prospective new car buyers. For those sales representatives who effectively apply their craft, the Auto Show makes *cash awards* of \$200 each. This year, 25 dealer sales representatives won Mystery Shopper awards.

The 2013 WAS Mystery Shopper awardees appear below:

- Sammy Adade – Radley Acura
- Ray Adams – MINI of Alexandria
- Robert Azu – Radley Acura
- Len Baker – Chevy Chase Acura
- Rodney Baltimore – Alexandria Hyundai
- Steve Brooks – MINI of Montgomery County
- Robert C. Clater, III – Alexandria Hyundai
- Elenora Dean – EuroMotorcars Bethesda
- Bill Detwiler – Mercedes-Benz of Tysons Corner
- Castor Estrada, Jr. – MINI of Montgomery County
- Abraham Evans – MINI of Sterling
- Zouhair Ghars – Pohanka Acura
- Zied Haragui – Mercedes-Benz of Alexandria
- Ken Heinemeier – Landmark Honda
- John Kwacala – Audi Chantilly
- M. I. Masud – Sheehy Honda
- Mike Megahed – EuroMotorcars Bethesda
- Josh Moskowitz – Lindsay Lexus
- Dominic Owens – College Park Honda
- Ron Rodriguez – Audi of Alexandria
- William Rutherford – Mercedes-Benz of Silver Spring
- Stephen Saunders – Audi of Silver Spring
- Lloyd Warble, Jr. – Tischer Acura
- Mike Wattawa – Pohanka Lexus
- Mindy Webster – Fisker of Northern Virginia

WANADA, once again, heartily congratulates the sales representative awardees for a job well done!



WAS Chairman Robert Fogarty with Elenora Dean of Euro Motorcars/ Bethesda, Mystery Shopper winner



John O'Donnell with Ron Rodriguez, Audi of Alexandria, Mystery Shopper winner



Harold Redden, Fitz Malls and WANADA Board member, with William Rutherford, Mercedes-Benz of Silver Spring, Mystery Shopper winner



The product specialists, who work alongside the aforementioned dealer sales representatives at the WAS, or, in some cases, work in lieu of them, are also a vitally important part of any WAS and auto industry's success. In recognition of their contribution, and instead of cash awards, WANADA's Auto Show organizers threw an after-hours party for the product specialists, which this year ran on Feb. 6 (Auto Show Wed.) at the Bar 7 Club, proximate to the convention center, from 9 pm – 2 am The WANADA Appreciation Party for the WAS product specialists is always a well-attended, thoroughly celebrated event by the exhibit professionals.

Behind The Washington Auto Show's success: the leadership, advisors, staff organizers and sponsors



The Chairmen: WAS Chairman Robert Fogarty (left) and WANADA Chairman Danny Korengold



2013 Auto Show Committee: (from left): WAS Chairman Robert Fogarty, Sport Automotive; George Doetsch, Apple Ford; Assistant WAS Chairman Kevin Reilly, Alexandria Hyundai; Daniel Jobe, Capitol Cadillac; Charles Stringfellow, Brown Automotive; Mark Zetlin, Mercedes-Benz of Arlington. (Not pictured is Neil Kopit, Criswell Automotive.)

It takes many people and more hours of work to produce a multifaceted event such as The Washington Auto Show. With this year's show bigger and better than ever, WANADA has a multitude of people to thank.

The Auto Show Committee, chaired by Robert Fogarty, Sport Automotive, met regularly and consistently in planning sessions throughout 2012. The committee also interacted with the WANADA Board, industry stakeholder associations, high-level OEM executives, city leaders, global auto show organizers and U.S. lawmakers. Joining Chairman Fogarty were Assistant Chairman Kevin Reilly, Alexandria Hyundai; George Doetsch, Apple Ford; Daniel Jobe, Capitol Cadillac; Neil Kopit, Criswell Automotive; Charles Stringfellow, Brown Automotive and Mark Zetlin, Mercedes-Benz of Arlington.

WANADA staff and key contractors who worked hard to plan and execute the logistics of the 2013 Auto Show were: Gerard Murphy, WAS producer and WANADA CEO; John O'Donnell, WAS assistant producer and WANADA executive vice president; Isabel Garcia, WANADA CFO; Barbara Pomerance, Pomerance and Associates, show promotions/public relations; Bob Yoffe, Yoffe Exposition Services, show manager; Allen Jones, counsel; Doug Patton, DC government relations; Candida Romanelli, Auto Show advisor; Kristina Henry, WANADA director of meetings; Trish Frisbee,

WANADA leadership relations; Ralph Frisbee, publications; Susan Perry, hospitality industry advisor; Bonnie Moret, press room manager; Immanuel Garcia, WAS website; Angelica Boiteux, social media.

WANADA is grateful, too, for the many contributions of industry stakeholder associations, which helped greatly with the planning and execution of Industry/Media Days and the Sneak Peek Preview before the show opened: AIADA, Aluminum Transportation Group, Alliance of Automobile Manufacturers, American Automotive Policy Council, Global Automakers, Motor Equipment Manufacturers Association, NADA, National Association of Minority Automobile Dealers and SAE International.

WANADA is also grateful to major sponsors of the WAS: AutoTrader.com, Robert Bosch LLC, Bosch Diesel Systems, State Farm, Auto Alliance, Association of Global Automakers, Hargrove, NADA, Comcast Spotlight, Your Local Ford Dealers, USAA, Washington Area Hyundai Dealers, Washington Area Kia Dealers, *Green Car Journal*, SAE International, Washington Area Toyota Dealers and Washington Area Mazda Dealers and U.S. Army Rapid Equipping Force, Starbucks Blonde Roast.

The Auto Show appreciates its media sponsors as well: Washington Automotive Press Association, International Motor Press Association, Auto World Guide and Automotive Rhythms.

The Washington Auto Show is very grateful, finally, to its partners and supporters in the City to include the mayor and his office, DC Council, Destination DC and the Walter E. Washington Convention Center.



2013 WAS leadership, staff and principal contractors on site at the Auto Show on closing day, Feb. 10

Thought for the Week...

Area automotive fans know that the real destination for seeing the most exciting new developments is The Washington Auto Show.

--Secretary of Transportation Ray LaHood, Feb. 5, 2013

2013 Washington Auto Show
produced by:
Washington Area New Automobile Dealers Association
Washington DC