

THE WANADA BULLETIN

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

WANADA Bulletin # 6-17

Auto Show Public Days

February 17, 2017

Headlines...

Consumer turnout for Auto Show ranks 2017 among top five in Washington's history

2017 Washington Auto Show: New features add to success

At Washington Auto Show, the cars are the stars

Expanded VIP tours cover self-driving cars, EVs

Warren Brown's Auto Show tech guide is a big hit with showgoers

Auto Show sponsors semi-autonomous cars in Ride Alongs for Hill staff, reporters

Man dreaming of road trip before he loses eyesight, wins Hyundai Hands-on Contest

WANADA Reception at the Auto Show draws enthusiastic crowd

High society set attends Luxury Lifestyle Event with exotic cars

Ride & Drives draw people eager to try out new car models

Military Tribute Day features Red Cross service dogs, Star Wars characters

Fans turn out in large number for celebrities at Auto Show

2017 Mystery Shopper Contest

Organizing the Washington Auto Show is a team effort, which WANADA greatly appreciates

Staying Ahead...

Consumer turnout for Auto Show ranks 2017 among top five in Washington's history



Consumer crowd on the first weekend of the Auto Show.

The 10 day run of the 2017 Washington Auto Show (WAS) -- Jan. 27 – Feb. 5-- earned it the distinction of being the 5th “best attended show” in WANADA’s 100 year history. WANADA, which has produced 75 auto shows in Washington since its founding in 1917, has logged strong

attendance, year over year, in the Walter E. Washington Convention Center (WEWCC) since its opening in 2004.

“Along with the world class Convention Center in Washington, taking the Auto Show up to 10 and 11 days in recent years from the former years when it was 5 or 6 has made a big difference,” said Geoff Pohanka of Pohanka Automotive, chairman of the 2017 Auto Show. “Two weekends is the key to consumer turnout at an auto show that properly bespeaks size and the strength of the new car market in the Washington, DC region as it compares to other major markets in the U.S.,” he said.



Consumers attending the 2017 Washington Auto Show on the 2nd weekend.



Audi exhibit at the 2017 WAS.

Public attendance for 2017 was significantly improved over last year when a snow storm shut down the National Capital Area, causing a delayed opening for the 2016 WAS. And while 2015 retains its ranking as the all-time best attended Auto Show in Washington, 2017 joined the winners' circle in public turnout, comparable to the eminently successful shows in 2013 and 2014.

“The Washington venue enables us to showcase cutting edge automotive high technology that the OEMs are anxious to roll out to Congress, the administration and federal agency establishment,” said Pohanka, “which we did successfully during Auto Show Industry/Media Days with an expanded, two day MobilityTalks Conference at the WEWCC and on Capitol Hill. MobilityTalks, along with our Media Day press conferences with U.S. notables and industry commentators, lights up the media that covers Washington, which in turn reaches and excites consumers who turnout in droves,” he said.



Product specialist plying her trade at the Auto Show.

From the MobilityTalks and OEM announcements over WAS Industry/Media Days that preceded the consumer show, the public's imagination was, indeed, piqued by the media coverage of the industry conversation that ensued about autonomous vehicles and on-board safety technology that checks driver error and prevents vehicle crashes.



Walter E. Washington Convention Center, setting up for the 2017 Washington Auto Show.

“The significant improvements in vehicle technology that protect drivers from themselves is right up there with navigation systems that talk to you, 21st Century vehicle entertainment systems that rival what you have in your home, and every other high tech bell and whistle imaginable which are all what consumers come to the Auto Show to see,” said John O’Donnell, producer of the WAS. “If the strong turnout at our Auto Show is any indication, new vehicles today have evolved into so much more than transportation from point A to point B,” he said. “With new vehicle sales tracking upward year over year, the industry is obviously ahead of the curve on consumer demand.”

The Washington Auto Show this year was not without its scheduling challenges, starting with the Inauguration events tying up the Convention Center just as the Auto Show was trying to move in. Add to this challenge the fact that another convention was in the WEWCC after the Auto Show opened -- albeit in a relatively small amount of space -- along with the

well-publicized Metro system delays potentially impacting nearly one in two Auto Show attendees. The biggest logistic was the industry one with the 2017 NADA Convention in New Orleans launching Thursday, Jan. 26, as the WAS Media Day unfolded. Then, of course, came Super Bowl Sunday on the last day of the WAS.

“To be in the top 5 best attended Auto Shows here was no small feat with all the obstacles we faced,” said O’Donnell.

2017 Washington Auto Show: New features add to success



The roll out of an expanded MobilityTalks Conference. A fully operational delivery robot on display for the press and policymakers. An impressive array of alternative fuel vehicles exhibited. An expanded ART-of-Motion display. A new direction for the Media Day keynote speaker. With all this to offer, Industry/Media Days for the 2017 Washington Auto Show (WAS) looked to the future of mobility and set course on ten consumer days that drew in crowds at an impressive rate. And, unlike last year, there was no snow flying, let alone a blizzard to shut the region down.

“Each year the Washington Auto Show faces an enormous challenge and opportunity to present both a platform to discuss public policy and a world-class consumer show,” said Geoff Pohanka, chairman of the Washington Auto Show. “I’m proud to say that we superseded our past years’ performance with MobilityTalks International and also delivered the exhibits and products to the delight of our consumer base.”

The expanded MobilityTalks International Conference before the Auto Show opened to the public was a big success. (Click [here](#) for detailed coverage from the first WAS Bulletin covering Industry/Media Days.) Starship Technologies' demonstration of its personal delivery robot during MobilityTalks and again on Media Day was a revealing and very popular look into the future. And not that far into the future, with the delivery robot scheduled to be seen on the sidewalks of Washington as soon as late February.

Because the WAS is known on the global industry circuit as the Public Policy Show, the manufacturers each year bring their latest Alternative Fuel Vehicles. A segment of showgoers always wants to focus on AFVs, while most are content to seek out the latest SUVs and CUVs.



ART-of-Motion on display.



Kimatni Rawlins, Automotive Rhythms (AR) is interviewed on the TV morning News for the ART-of-Motion display that AR organized.

The Automotive Rhythms' ART-of-Motion artists who were painting cars moved to an expanded space in the Convention Center ballroom on the third floor, the first time the Auto Show has occupied this space. The artists drew big crowds, as four painters at a time worked on the designs, transforming regular motor vehicles into objects of art.

WAS Media Day historically has opened with an industry keynote speaker who often sets the tone for the Auto Show with his remarks. In the past, the speaker has always been an automaker CEO, such as Cadillac Global President Johan de Nysschen (2015) and American Honda EVP John Mendel (2016). But this year, in keeping with the future of mobility theme of the Show, the industry keynote speech was given by Dinesh Paliwal, chairman of HARMAN, International, the connected car leaders. Having recently been acquired by Samsung, HARMAN provides connected product to technology for nearly every automaker.



Dinesh Paliwal, chairman of HARMAN International, the connected car technology leader.

Washington Auto Show communications manager Barbara Pomerance said that Show organizers intend to line up speakers from the engineering and high technology sectors going forward to give the keynote address. "Because the industry is changing so much, our keynote reflected that," she said. "It attracted a new audience in the automation, mobility and technology sectors, and that was ideal for us."

As reported in the first issue of the WANADA Bulletin on the Auto Show, several members of Congress visited the Washington Auto Show. House Minority Whip and local congressman Steny Hoyer (D-MD) came by, as did former franchised dealer, turned congressman Mike Kelly (R-PA), head of the House Auto Caucus. Reps. Doug LaMalfa (R-CA) and Bob Latta (R-OH) also toured, as did a team of U.S. Energy Department regulators who attended on WAS Media Day.

Press coverage was widespread. The IMPA (International Motor Press Association) train came down from New York on a special chartered Amtrak car, the evening before WAS Media Day to attend a special automotive media dinner with their counter parts in the Washington Automotive Press Association. Several major publications were represented, including the *New York Times*, *Consumer Reports* and *PC Magazine*. Emerald Planet, a local cable TV network, did a live broadcast with WANADA Board member Charlie Stringfellow on January 29. The state-of-the-art Auto Show Media Center was sponsored this year by SMDI, the Steel Market Development Institute.



Sam Hancock of Emerald Planet (left) interviewing Charlie Stringfellow, Malloy Automotive (WANADA chairman) at the Auto Show for cable TV news.



WAS Producer John O'Donnell interviewed at the Show for morning TV news.

At Washington Auto Show, the cars are the stars

There were plenty of automotive offerings from which consumer showgoers could choose at this year's Washington Auto Show – alternative fuel vehicles, SUVs, CUVs, and lots of other well-appointed, affordable cars, too. As VIP tour guide William West Hopper said, "There's not a single vehicle that suits everybody, but there's something for everyone."

Everyone is interested in autonomous cars, and some OEMs brought vehicles that were well on the way to full autonomy. A big draw at the Hyundai booth was the Ioniq autonomous concept car, which has smart cruise control and lane keep assist. Hyundai also showed the Ioniq Electric and the Ioniq Land Speed Record. That race car set a speed record of more than 157 mph at the Bonneville Salt Flats in Utah in September – a major milestone for an EV.



Hyundai's autonomous Ioniq.

During the MobilityTalks and Media Day, the Carnegie Mellon autonomous vehicle, funded by the National Science Foundation, was on display. NSF Director Dr. France Córdova highlighted the vehicle in her government keynote address. The car was driven to the Convention Center from Carnegie Mellon in Pittsburgh – though not hands-free, Dr. Córdova noted.



Toyota Mirai.

Another futuristic vehicle was the Toyota Mirai fuel cell car, shown in a prominent and attention-getting display as a cutaway. The all-electric Chevrolet Bolt, which many call a game-changer because of its affordability and 238-mile electric range, was featured at the GM booth making its East Coast announcement at the WAS. Being introduced



Chevrolet Bolt.

only last December, the Bolt is not yet available in all dealerships. It was a very popular part of the Ride & Drive offerings on WAS Media Day. The Toyota Prius Prime and Chrysler Pacifica Hybrid – the first hybrid minivan – were among the other alternative fuel vehicles on display. The Washington area has historically been a strong market for AFVs. Among the new sport utility vehicles were the Jeep Renegade and Volkswagen Tiguan compact SUVs and the VW Atlas midsize SUV.

Expanded VIP tours cover self-driving cars, EVs



Automotive journalist Les Jackson leading VIP consumer tour at the Auto Show.

Because of the popularity of previous years, VIP tours, at the Washington Auto Show this year saw an expanded schedule, with four experts giving 21 tours, including, for the first time, kid-friendly tours. Weekend tours sold out quickly, with some of them including father and son, mother and son or even grandfather and son.

Consumer attendees who took the VIP tours led by local auto experts were not necessarily in the market for a new car, said two of the tour guides. But they were very eager to hear about autonomous cars and electrified vehicles and to see both high-end luxury cars and SUVs meant for the rest of us. The tour experts included Les Jackson, a return tour guide and veteran automotive journalist; William West Hopper, automotive journalist and incoming president of

the Washington Automotive Press Association (WAPA); John Davis of PBS Motorweek; and Alvin Jones, broadcast journalist.

“They came there to see certain things as opposed to just generally looking around,” said Les Jackson. “They were there to learn what’s around, what’s all this new technology.”

When people on Jackson’s tours asked when driverless cars would be on the road, he said four main changes would have to happen before self-driving cars are universally used. First, the 20 to 30 million regular cars on the road now will have to be gone, and that could take up to 20 years. Second, the legal aspects will have to be sorted out, both liability and local laws that don’t permit actions such as a car parking itself. Third, the GPS system will need to be remapped to be much more accurate. And fourth, vehicle-to-vehicle communication will have to be deployed on all cars.

“I think most people are pretty positive about [autonomous cars],” Jackson said. “They just don’t know how they are going to work. Folks want to know: is it going to be tremendously more expensive? Can I still drive my car?” (Yes to the second question.)

Jackson took care to show his tourgoers examples of EVs, such as the Chevy Bolt. He mentioned that Hyundai and Kia now guarantee the batteries in their cars for life, something no other automaker has done.

“It’s fun to get people to understand things like, the Jeep Renegade is a Fiat 500x,” Jackson said. “The Fiat 124 starts life as the basic components for a Mazda Miata. It’s a global industry. Most people were rather surprised when they heard that.”



Fiat 124.

As for particular models, “They love looking at the expensive cars,” such as the Lincoln Navigator concept, said Jackson. And “everyone is interested in seeing the NSX.” He also liked to point out the Kia Stinger, a very affordable sport sedan.

“For us normal people who live on budgets, every automaker has a really, really good low-priced, tremendous value car, from the Hyundai Elantra to Honda Civic to Toyota Corolla, to Ford Focus and Chevy Cruze,” Jackson said. “These are great cars for the money.”

Younger women on Jackson’s tour were almost solely interested in SUVs and trucks. “They were really gravitating toward big vehicles, sitting up high, because of the safety aspect,” he said. “The younger they were, the more they went to full-size SUVs. They’re pragmatic, interested in practicality and utility.”

William West Hopper, automotive journalist, also gave tours at the Auto Show. “I made sure they knew where the car show cash was,” Hopper said, referring to some sales representatives’ offer of \$50 to anyone who came to the dealership and did a test drive. “It’s a great way to follow up.”



Chrysler Pacifica hybrid minivan.

“What I got from the majority of folks on my four tours was the desire for an insider’s look at the Auto Show,” said Hopper. So he made sure to show them the cars being shown in public for the first time at the Show, such as the Hyundai Ioniq, Kia Stinger and Chrysler Pacifica Hybrid.

“Because of being in the automotive press corps, we know some of the people in the OEM exhibits, Hopper said. “This enabled us to give the people on the tour some serious one-on-one with the OEMs which enhanced the experience.”

Hopper said the most interesting group he showed around the show was several high school students with a STEM (science, technology, engineering and math) focus. “They were debating whether fossil fuel vehicles are more environmentally friendly than electric vehicles, with all the products that have to be mined for electric cars,” he said. “I encouraged them to continue that debate when they got back to school. They were a much more engaged group than the typical folks on tour.”

Warren Brown’s Auto Show tech guide is a big hit with showgoers.



As in past years, everyone who came to the Washington Auto Show received an automotive technology guide written by longtime *Washington Post* syndicated auto columnist Warren Brown. Copies of *Driving the Future*, disappeared quickly as visitors to the Show sought to decipher the coming changes in autonomous driving, connected cars and changing societal attitudes toward and use of cars.

Driving the Future emphasized that autonomous cars, popularly known as driverless or self-driving cars,

are not coming any time soon. There are too many obstacles to be overcome first, especially questions of liability and connectivity with other cars on the road and with the surrounding infrastructure.

Brown’s guide this year covers not only the technology, but also the changes in the rest of the automotive sphere. “Traditional buy-sell



Warren Brown, Washington Post columnist, on a panel at WAS MobilityTalks Conference, Jan. 24.

relationships in the automobile industry are changing, which means traditional notions of vehicle ownership and traditional ideas about automotive luxury and prestige are all changing,” Brown writes.

Moving from the “Ask The Expert: booth on the floor of the Auto Show, this year he was on a panel at the MobilityTalks Conference, Mr. Brown interacted with his auto industry peers as opposed to the car consumers he’d handled at past Washington Auto Shows.

Auto Show sponsors semi-autonomous cars in Ride Alongs for Hill staff, reporters

When Washington Auto Show organizers discovered that many of the federal agency staff who write regulations had not experienced a ride in vehicles equipped with smart car safety technology, they were determined to give the regulators that opportunity. As a result, numerous federal staff and reporters participated in semi-autonomous vehicle Ride Alongs at RFK Stadium in DC during MobilityTalks Conference on Jan. 24-25, before the Auto Show opened to the public.



Auto Show line up for semi-autonomous cars at VIP Ride Along for lawmakers and media at RFK Stadium.



Dashboard alert for traffic hazard in semi-autonomous cars for Auto Show VIP Ride Along, Jan. 24-25.

The activity was sponsored by a U.S. Department of Transportation program called CAMP (Crash Avoidance Metrics Partnership). The ride experience showcased V2I, vehicle-to-

infrastructure technology, through a public-private partnership between DOT and 10 automakers.



OEM driver of semi-autonomous car for WAS VIP Ride Along at RFK Stadium.

WANADA had a hospitality suite at RFK Stadium where the DOT gave an overview of the program. Participants then went to parking lot #7 to experience, first hand, the technology they had just been told about. Ten cars were equipped with the V2I technology. Three people at a time would climb into the car with an engineer, who demonstrated the technology as he drove.

The driving course had three different demonstrations where test vehicles supplied warning indicators that sounded when the driver or passengers were in danger. For instance, if the car was going too fast as it approached a sharp curve, the warning would sound.

Regulators came from DOT, the National Highway Traffic Safety Administration and the Federal Highway Administration, as did many Capitol Hill staffers and reporters. The response from most was they were glad to have experienced a cutting edge safety technology.

A delegation of eight members of the Korean Ministry of Land, Infrastructure and Transport also participated in the RFK Ride Along. The assistant minister for the agency, Kim Jeong-ryeol, who had spoken at the MobilityTalks the day before, was among the group. South Korea already has implemented V2I infrastructure.

Man dreaming of road trip before he loses eyesight, wins Hyundai Hands-On Contest



Hands-On Winner George Abbott breaks into his happy dance after picking the winning key to the Hyundai Tucson SE.



Hands-On Contest Winner and runners-up with organizers. From the left, John O'Donnell, WAS producer; Sam Mansouri, Fairfax Hyundai; Geoff Pohanka, Pohanka Automotive, WAS Chairman; with runner up contestants: Robert Karns, Kimberly Walker, David Dow; and Hand-On Winner George Abbott; and Kevin Reilly, Alexandria Hyundai, WAS Committee.

After enduring five nights and six days of nearly constant physical contact with the 2017 Hyundai Tucson SE during the Washington Auto Show's Hands-on Contest sponsored by Hyundai, George Abbott planned to stay in close quarters with the vehicle.

The 44-year-old DC area federal civil servant suffers from an eye condition that will eventually keep him from driving. But before that happens, he will take the Tucson for a cross-country road trip with his father, to whom he will hand the keys at the trip's end and gift the vehicle.

Abbott has been attending the Washington Auto Show with his father since the 1990s.



Hands-On Contest Winner, George Abbott (left) picking up his new Hyundai from Leo Nerushkin, Safford Hyundai of Springfield (center), with Joe Koch, Washington Auto Show.

The Contest, a longtime Washington Auto Show tradition that Hyundai began sponsoring several years ago, began at 3 p.m. on Tuesday, Jan. 31, and ended at 12 noon on Sunday, Feb. 5. Among the hundreds of applicants, Washington Auto Show staff selected 10 contestants, who were stationed at random around the vehicle and required to stay in physical touch with the Hyundai at all times, except for sanctioned breaks. Four contestants remained at the end who drew keys to see which lucky pick would start the engine.

“The win for George Abbott exemplifies why Washington loves this contest and why the Washington Area Hyundai Dealers are so

proud to sponsor this annual event,” said Kevin Reilly, president of Alexandria Hyundai and Auto Show organizer. “It quite literally puts Washingtonians in touch with the dream of a new car and helps them realize that dream for the greater good.”

WANADA Reception at the Auto Show draws enthusiastic crowd

Washington dealers, WANADA Kindred-line members and WANADA organization friends had the chance to celebrate in style on Feb. 2 at the exclusive WANADA Member Reception at the Washington Auto Show. WANADA’s Time Dealer of the Year, Ralph Mastantuono, Mercedes-Benz/Arlington, and Northwood Dealer Education Awardee Bob Ourisman were recognized at the soiree after both were honored last month at the 2017 NADA Convention.

What follows is a photo collage of this year’s WANADA Members Reception at the Auto Show.



From the left, George Doetsch, Apple Ford/Lincoln; Dick Patterson, RRR Automotive; Daniel Jobe, Capitol Cadillac; Kevin Reilly, Alexandria Hyundai; and Chip Doetsch, Apple Ford /Lincoln.

WANADA Member Reception at the Auto Show, *continued*



John Alexander, SunTrust (left), with Ralph Mastantuono, M-B of Arlington, WANADA's Time Dealer of the Year.



Charlie Stringfellow (left), Malloy Automotive (WANADA chairman) with Linda and Sam Weaver, Chevy Chase Acura.



From the left, John O'Donnell (WAS producer), WANADA CEO; Gabby Mag, Anne Kline, Geoff Pohanka (WAS chairman), Pohanka Automotive.



Geoff Malloy (left), Malloy Automotive, with Jim Tortorella, Councilor Buchanan & Mitchell.



From the left, Gerry Murphy, WANADA; John O'Donnell WANADA; Patrick Kavanaugh, Hamilton and Hamilton; Danny Korengold, Ourisman of Virginia.



Fitzgerald Auto Malls: (from the left) Dottie Fitzgerald, Rose Jernigan, and Scott Addison.

more

WANADA Member Reception at the Auto Show, *continued*

Ourisman of Virginia: (from the left) Sherry Edelkamp, Andy Heye, Lou King Breault, David Sperau and Cole Balderson.



From the left, Ann Fowler, Sheehy Auto Stores; Alex Perdakis and his wife Dresden Koons, Koons Automotive.



From the left, Ed Mullaney, WANADA; Jane Sheakoski, Baker, Tilly, Virchow & Krause; Bob Storin and John O'Donnell, WANADA; and Kyle Wannemacher, Mid-Atlantic Insurance & Dealer Services.



From the left, Trish Frisbee and Jackie Murphy, WANADA; Mimi & Kathleen Sheehy, Sheehy Auto Stores.

The WANADA Member Reception was generously sponsored by Comcast Spotlight and Manheim Pennsylvania Auto Auction. Special thanks to WellNet for sponsoring the Coat Check.



Comcast Spotlight, Reception sponsor: (from the left) Michael Miller, Erin Pinckney, Amy Bobchek and Tony Lopez.



Randy Derr, Manheim Pennsylvania Auto Auctions, Reception sponsor, welcoming WANADA reception guests.



Luxury Lifestyle Event at its launching at the Washington Auto Show in the WEWCC ballroom, Jan. 25. The exotic vehicles on display remained in the ballroom for WAS Public Days, delighting show visitors.

High society set attends Luxury Lifestyle Event with exotic cars

The evening before the Auto Show opened to the public, a group of special guests were treated to an exclusive, onsite event, the 3rd annual Exotic Car and Luxury Lifestyle Event (LLE). The reception is designed to showcase *high-end* automotive exotic vehicles for high-end attendees who are typically captains of industry, celebrities, sports stars and the like.



Robert Hisaoka, RRR Automotive, organized the LLE for the WAS.

The Jan. 25 reception offered gourmet food, live music and cars that were as exclusive as the guests. Among the array of exotic nameplates on display were: Bentley, Rolls Royce, McLaren and Aston Martin with some, notably the Ferrari Enzo and the Lamborghini Miura, each retailing for *seven figures*.

The LLE at the WAS is the creation of Robert Hisaoka of RRR Automotive, the perfect man for the job with his penchant for high-end, exotic cars and his connection to Washington's high society. Hisaoka puts on a charity evening on Washington's social calendar each year in memory of his late sister, Joan Hisaoka.



WANADA leaders at the LLE (from the left) John O'Donnell, WANADA CEO; Dick Patterson, RRR Automotive, immediate past chairman of WANADA; Gerry Murphy, WANADA counsel.



From left, Adam Bradley, Katherine Bradley, Sachiko Kuno with former DC Mayor Tony Williams at the Luxury Lifestyle Event at the Washington Auto Show.

The LLE was generously sponsored by Shapiro Lifschitz & Schram, Textron Aviation, and TTR Sotheby's.



2017 Auto Show Ride & Drive course on L Street, NW, at the WEWCC.

Six automakers offered new models for drivers to test drive on the streets around the Convention Center: Ford, Kia, Mazda, Subaru and Toyota. And the last few days of the Show, BMW joined the Ride & Drive with its exciting new i3 EV, for which lines of consumers snaked down L Street.

Military Tribute Day features Red Cross service dogs, Star Wars characters



The American Red Cross in the National Capital Region brought service dogs trained to assist soldiers with Post Traumatic Stress Disorder. Additionally, thoughtful volunteers wrapped care packages to be sent to combat soldiers. A children's table featured Star Wars Lego models for the kids to play with, as costumed Star Wars characters looked on.

Military Tribute Day was sponsored by Jeep.

Ride & Drives draw people eager to try out new car models

A popular feature at the Auto Show is the Ride & Drive course where consumers try out any number of new models in one place. This year's driving-friendly weather helped – no rain, no snow in downtown DC.



BMW i3 EV

In recognition of our U.S. troops, here and overseas, the Washington Auto Show (WAS) once again sponsored a successful Military Tribute Day. This year's date was Jan. 31, where active-duty military and veterans received free admission and were treated to special exhibits and entertainment.



Kevin Reilly, Alexandria Hyundai, WAS organizer (far right), with Star Wars characters and Red Cross service dogs and their handlers at the Auto Show.

Fans turn out in large number for Celebrities at Auto Show

The Washington Auto Show had plenty of celebrities on hand for sports enthusiasts, kids and TV show junkies, all of whom signed autographs and posed for photos with fans. The new location for the celebrities on the third floor ballroom level of the Show gave space for the fans to spread out without interfering with showgoers on the more crowded lower levels.

The sports stars always draw long lines of people anxious to meet them. This year featured Washington Nationals star Trea Turner; Redskins tight end and Pro Bowl champ, Jordan Reed; and WWE Superstar Randy Orton.



Jordan Reed, Washington Redskins tight-end with young fans.



Washington Nationals star shortstop, Trea Turner (second from the right) with Greg O'Dell, CEO, Events DC (far left); Max Brown, chairman, Events DC and John O'Donnell, producer of the Auto Show (far right).

Additionally, the Auto Show featured renowned Hispanic TV News anchor, Tsi-tsi-ki Felix, an Emmy award-winning journalist with Univision. Felix was a big draw for the Washington area's large Hispanic community.

Youngsters were thrilled to meet characters from their favorite PBS shows: Daniel Tiger, Katerina Kittycat, and Princess Pesto. Children of all ages (to borrow the Ringling Brothers phrase) enjoyed seeing the Teenage Mutant Ninja Turtles.



Fans pose with the Teenage Mutant Ninja Turtles.



Renowned Hispanic TV new anchor of Univision Tsi-tsi-ki Felix poses with a fan at the Auto Show.

2017 Mystery Shopper Contest

As producers of the Washington Auto Show, WANADA each year identifies and recognizes the auto sales professionals staffing the OEM exhibits who have distinguished themselves by professional interaction with show visitors.

Accordingly, WANADA runs a Mystery Shopper Contest for sales reps staffing OEM exhibits where Auto Show management observes auto sales rep demeanor and technique with Show visitors, many of whom are prospective car buyers. OEM product specialists, who are increasingly staffing Auto Show exhibits at the exclusion of dealer sales representatives, are not included in the Mystery Shopper Contest.



Zathy Ndiang, Tischler Acura (left) receiving cash award from Billy Painter, WANADA

For sales reps who passed muster, the Auto Show Committee made cash awards of \$250 each. This year 16 sales representatives won Mystery Shopper Awards: Fred Ginwright, Chevy Chase Acura; Brian Welsh, Radley Acura; Zathy Ndiang, Tischler Acura; Omar Omland, MINI of Sterling; Kris Sampson, Fairfax Volvo; Ryan Colligan, Fairfax Honda; Matt Karau, Passport MINI of Alexandria; Yves Badji, Passport MINI of Alexandria; Tony Zelay, Mercedes Benz of Silver Spring; Abraham Evans, MINI of Sterling; Allen Weber, Tischler Acura; Abdul Zikria, Brown's Arlington Honda; Salman Khattan, Browns Arlington Honda; Adam Argueta, MINI of Sterling; Errol Dsouza, Passport MINI of Montgomery County; and Joshua Gettis, Pohanka Acura of Chantilly.

WANADA congratulates these exemplary professionals on *a job well done!*

Organizing the Washington Auto Show is a team effort, which WANADA greatly appreciates

An exposition as extensive as the Washington Auto Show (WAS) could never happen without the hard work of a great, many dedicated people. The 2017 Auto Show was well over a year in the making, with the long-term planning and direction stretched back even further.

As producers of the WAS, the Washington Area New Automobile Dealers Association (WANADA) greatly appreciates the leadership of the 2017 Auto Show Committee, chaired by Geoff Pohanka, Pohanka Automotive. Joining Pohanka on the Committee were: George Doetsch, Apple Ford/Lincoln; Daniel Jobe, Capitol Cadillac; John Ourisman, Ourisman Companies; Kevin Reilly, Alexandria Hyundai; Charlie Stringfellow, Malloy Automotive; and Mark Zetlin, Mercedes-Benz of Arlington. WANADA leaders Dick Patterson, RRR Automotive, chairman of the board, and John O'Donnell, CEO and WAS producer, served on the Committee *ex officio*.

There were many important component parts of the Washington Auto Show this year that involved the support and generosity of numerous people.



2017 WAS Committee: (From the left) Dick Patterson, WANADA chairman, RRR Automotive, 2016 chairman, *ex officio*; Mark Zetlin, Mercedes-Benz of Arlington; Daniel Jobe, Capitol Cadillac; John O'Donnell, WANADA CEO and WAS producer; George Doetsch, Apple Ford/Lincoln; Kevin Reilly, Alexandria Hyundai; Geoff Pohanka, WAS chairman, Pohanka Automotive; and Charlie Stringfellow, Malloy Automotive, WANADA's 2017 chairman. Not pictured, John Ourisman, Ourisman Companies.

MobilityTalks International, Jan. 24-25, was effectively expanded in 2017 with the support of Enterprise Rent-A-Car, MEMA, Starship Technologies and The Hill newspaper.

Media Day, Jan. 26, succeeded with the leadership of the International Automotive Press Association and the Washington Automotive Press Association.

The Sneak Peek Preview Reception, Jan. 26, happened with the leadership and support of American Fuel and Petrochemical Manufacturers (AFPM), The Alliance of Auto Manufacturers, Global Automakers, NADA, Hargrove and the DC Wine and Spirits Association.

The WANADA Member Reception at the Auto Show was sponsored by Comcast Spotlight and Manheim Pennsylvania Auto Auction. The coat check was covered by WellNet.

An extraordinary evening occurred with the Luxury Lifestyle Event showcasing the exotic car pavilion that was organized by Robert Hisaoka of RRR Automotive with the sponsorship of TTR Sotheby's, Textron Aviation, Inc. and Shapiro, Lifschitz & Schram, P.C.

Ron Cogan publisher of the Green Car Journal once again delivered The Green Car Awards, which were very much appreciated for their contribution to the Auto Show. OEM finalists for the Awards were announced at the LA Auto Show last fall, with the actual winners announced at the WAS.

Co-located conferences and business events happened with Eno Center for Transportation, SAE International and the U.S. GSA.

A number of OEM exhibitors went above and beyond for this Auto Show, including Jeep, which sponsored Military Tribute Day and the Beer Garden/Refueling Station; Hyundai, which sponsored the Hands-On Contest; Toyota, for thoughtfully handling the Convention Center entrance to the Auto Show and Samuel Adams Brewing Company, which co-sponsored the Refueling Station with Jeep.

The RFK semi-autonomous vehicle demonstrations would not have happened without the hands-on involvement of the U.S. DOT.

Other sponsorships that got the job done at this Auto Show were from Automotive Rhythms, which organized ART-of-Motion; Events DC, which run DC Cool Night; SMDI for the Media Center; and Autobahn Indoor Speedway for the celebrity stage.

WANADA is additionally grateful to its WAS publication team consisting of Kathy Teich, Trish Frisbee, Joan Mooney, and Katy Orme. Correspondingly, the journalist experts in the automotive realm who contributed mightily to the Auto Show were Warren Brown who authored the Auto Show visitor's guide, *Driving the Future*; Les Jackson who edited the Auto Show Program and led VIP tours for consumers; along with fellow VIP tour guides, John Davis, William Hopper and Alvin Jones. Photography for the Auto Show was handled by Bonnie Moret.

Advertising for the WAS was ably handled by August, Lang, and Husak with support from Mike Mosko of Voice Media for placing ads, and Angelica Boiteux and Exit 10 for social media.

Last, but by no means least, is WANADA's appreciation for the staff who kept "the trains running on time" at this Auto Show under the direction of WANADA CEO and Auto Show Producer John O'Donnell. These people were: Barbara Pomerance, director of communications and promotions; Bob Yoffe, show manager; Joe Koch, COO; Isabel Garcia, CFO; Gerard Murphy, general counsel; Allen Jones, regulatory counsel; Bob Storin, event management; and Cameron Stewart, webmaster.

Partners in general support of this Auto Show were Destination DC, Events DC, The Hill, The Washington Post, United Airlines, Walter E. Washington Convention Center and WMATA (Metro).



2017 Washington Auto Show team onsite at the Walter E. Washington Convention Center.

Staying Ahead...

The Washington Auto Show is a great place to come and look at the cars and to touch and feel them.

--William West Hopper, WAS VIP Tour director & automotive journalist

2017 WASHINGTON AUTO SHOW

produced by

WASHINGTON AREA NEW AUTOMOBILE DEALERS ASSOCIATION