

THE WANADA BULLETIN

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

WANADA Celebrating 100 Years of Service (1917-2017)

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Auto Show Public Days

February 15, 2018

Headlines...

2018 Washington Auto Show turns out the public over ten days

As always, *the cars are the stars* at the Washington Auto Show

Auto Show VIP tour guide schedule expanded: More tours, more guides

Man whose old car had engine failure wins new Hyundai Tucson in Hands-on Contest

Many members of Congress tour Washington Auto Show

Luxury Lifestyle Event brings high society to exotic cars

Ride & Drives let visitors try out new models at Auto Show

Military Tribute Day has service dogs, Star Wars figures

A full array of DC sports teams featured on each of five days at the Auto Show

ART of Motion display adds artistic flare to Auto Show

Auto Show program spotlights CUVs, luxury cars, EVs, AVs

Workshops at the Auto Show for dealer staff filled up quickly

2018 Mystery Shopper Contest

Warren Brown's news coverage of the auto industry for Washington Post

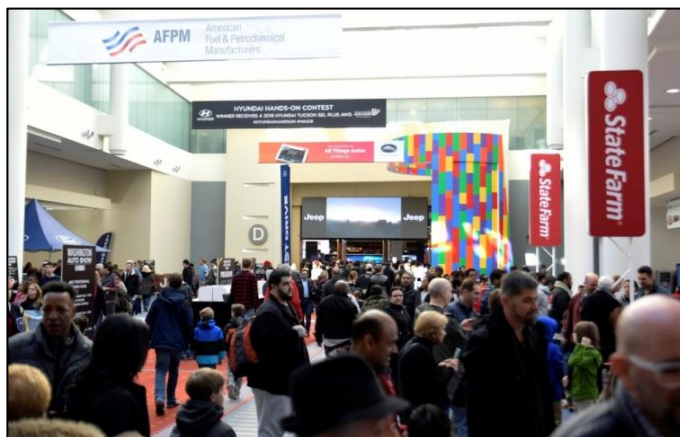
spanned 35 years and 35 Auto Shows

Snow Hat keeps inclement winter weather away from Washington Auto Show

WANADA appreciates the many people who made the 2018 Auto Show a grand success!

Thought for the Week...

2018 Washington Auto Show turns out the public over ten days Fourth best attended show ever!



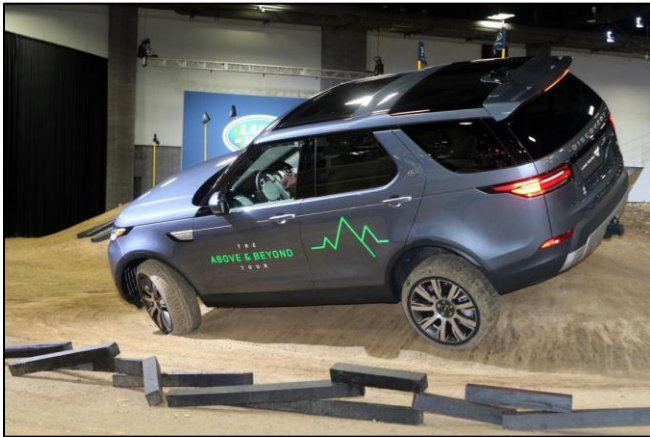
Consumers throng 2018 Washington Auto Show at W.E. Washington Convention Center. Left is the first of three levels of new cars and show visitors; right is the foyer of the second level.

The 2018 Washington Auto Show, running from Jan. 26 to Feb. 4, brought one of the biggest crowds ever. Show organizers declared the show a huge success, as the weather cooperated, Metro worked normally, and auto enthusiasts kept streaming in to the Walter E. Washington Convention Center.

“We could see the growth from the very first day and attendance just continued to build over the entire 10 days of the show,” said Washington Auto Show President and CEO John O’Donnell, who is also president and CEO of WANADA. “Our final weekend was particularly strong, with the Convention Center filled with car shoppers and auto enthusiasts.”

There was a lot for showgoers to see. They could explore three floors of new and old vehicles, with more than 650 vehicles on display in 750,000 square feet of space at the convention center.

Jaguar/Land Rover test drive tracks debut in Washington



Land Rover introduces its test track to the 2018 Washington Auto Show.



Auto Show visitors got to take an indoor ride and drive in the Jaguar E-Pace .

For first time ever at the Washington Auto Show was the Jaguar/Land Rover test track, a 100,000-square-foot area housing on-and off-road driving tracks. On weekends, showgoers waited in line for two or three hours for the chance to drive on a track. The Land Rover course had an experienced off-roader who would drive visitors around the track. But most people wanted to try it for themselves, and they did. Who would not want the chance to get behind the wheel of a new Land Rover and roll over 3.3 million pounds of dirt?

Also new to the 2018 Washington Auto Show was the Jaguar side of the area featuring its new E-Pace. A racing driver took show visitors around this course to demonstrate the street performance of the new model – so new that it had not yet arrived at dealer showrooms at the time of the Auto Show. (The E-Pace is expected to go on sale at Jaguar dealers this month.)

Mass market brands also offered racing simulators. There were long lines for Ford’s simulator for its Focus RS race car, and Hyundai had a very popular racing game that included a simulator. Outside the convention center, ride and drives by six manufacturers gave showgoers a chance to try out new models on city streets. Student Day, Jan. 26, and Military Day, Jan. 30 – longstanding Washington Auto Show traditions – were both well received and well attended. Students received discounted admission on Student Day, which was timed to coincide with a school holiday in some area school districts. That timing brought a large crowd. See article below, “Military Tribute Day has service dogs, Star Wars figures for kids.”

Before the Auto Show opened to the public, there were three days packed with industry panels and press conferences. The increasingly popular MobilityTalks International, now in its third year, took place Jan. 23 to 24, and Auto Show Media Day was Jan. 25. Those events are covered in detail in the [Feb. 2 WANADA Bulletin](#). Jan. 23 and 24 marked the first time that *two* U.S. Senate committee field hearings were held onsite at the Washington Auto Show.

Apart from the hearings, a number of senators and members of Congress toured the Auto Show. Some were especially interested in visiting the booths of the automakers that had a plant in their state. More detail can be found in the article below, “Many senators, members of Congress tour the Washington Auto Show.”

This year’s Washington Auto Show had strong media coverage. Reporters from Channels 4, 5, 7 and 9 did live TV news interviews with John Ourisman, Washington Auto Show chairman and president of Ourisman Automotive; Show Producer O’Donnell, and Assistant Producer Joe Koch. Auto Show CFO Isabel Garcia, who is fluent in Spanish, was interviewed by Telemundo and Univision. There was some coverage in media outlets that have not covered the Washington Auto Show before, such as *New York Daily News*, and a website reporter from the CBS affiliate in Philadelphia.



Auto Show producer John O'Donnell being interviewed by WUSA TV News, Channel 9.

“The 2018 Washington Auto Show was a success by any metric,” said show chairman Ourisman. “Attendance was up, and we got great feedback about the cars on display, the experiential options including both indoor and outdoor ride-and-drives, and the overall ambiance of the Auto Show. We’re delighted with how everything turned out, and are excited to build on that momentum as we look towards the show in 2019.”

The Auto Show will have a different feel next year as it moves to the spring. MobilityTalks International, other conferences and Media Day will take place from April 2 to April 4, and the consumer show will run ten days, from April 5 to April 14.

As always, the cars are the stars at the Washington Auto Show



All new 2018 Jeep Wrangler.

For consumers and car shoppers, the great thing about the Auto Show is having so many different new vehicles in one place, all of which are equipped with the latest technology.

At the Washington Auto Show, there was a veritable *bumper crop* of SUVs and crossovers – a big draw for this region’s buyers – along with some cars that are just fun to look at, even if they’re not in your price range, such as Ferraris, Bentleys and Lamborghinis.

And, this being the Public Policy Show, several OEMs made an effort to bring alternative fuel vehicles. Toyota showed off a brand new concept car, the Fine-Comfort Ride, a fuel cell vehicle made for a (future) low-carbon society. It uses hydrogen as an energy source to generate electric power. It emits no CO2 and can be refueled in about three minutes. Nissan showcased its new Leaf, featuring an e-pedal that allows the driver to push one button to drive, without having to move from accelerator to brake and back again.



2018 Toyota FCR at the Washington Auto Show.

On the truck front, Jeep brought its first redesign of the Wrangler in 11 years (see photo, page 3, above). Ram, recognizing that consumers are still crazy about SUVs, redesigned the Ram Truck's aggressive front end to look more like a SUV.

The list of crossovers at the Washington Auto Show continues to grow. The all-new Hyundai Kona is designed to be a value leader in the segment. The Chevrolet Traverse and Buick Enclave represented the domestics. Even Alfa Romeo has a crossover now, the Stelvio, the automaker's first SUV.

Auto Show VIP tour guide schedule expanded: More tours, more guides



Auto journalist Les Jackson leading a VIP consumer tour at the 2018 Washington Auto Show.

Because the VIP tours are one of the most popular features of the Washington Auto Show, show organizers expanded the schedule this year, with a record 29 tours given by a diverse group of six guides. The weekend tours were as crowded as ever, or fans could choose a more relaxed weeknight tour.

The tour guides were Mike Collins, founder and managing partner of Meathead Racing, one of the largest amateur motorsports teams; John Davis, host and creator of PBS's "Motorweek;" William Hopper, producer of the

Automotive Business Report and president of the Washington Automotive Press Association; Les Jackson, distinguished auto journalist and cohost of nationally syndicated radio show "Cruise Control"; Alvin Jones, host of automotive TV show "Planet Vehicle"; and Fadra Nally, who covers the car scene on her lifestyle blog "All Things Fadra."

Most of the people on the tours said they were not currently in the market for a new vehicle. They just wanted to see what was at the Auto Show and be taken around by a car expert. Nally said one of her tour groups was so pleased with the tour they wanted to take a picture with her at the end.

Some tour goers took the long-term view. “One woman was looking at cars for her 13-year-old daughter for when she was old enough to drive,” Nally said.

Jackson found that in addition to wanting to see an overview of new vehicles at the Auto Show, people were interested in the technology: What’s in new vehicles now and what’s coming with autonomous vehicles?

“I was expecting about 25 percent would be interested in electric or electrified vehicles,” Jackson said. “It was more like 15 percent. But they were all interested when I talked about it because they didn’t realize how far [EVs] have come. Every manufacturer will have an electrified version of all or most models in their fleet by 2023. They were surprised to hear that.”



Automotive blogger Fadra Nally leading VIP consumer tour at the 2018 Washington Auto Show.

As has been true in past tours, teenagers were interested in high performance vehicles and women were interested in value for the dollar. Nally and Jackson both brought their tours by the Toyota Fine-Comfort Ride fuel cell concept car and the new Jeep Wrangler, two of the highlights at the Auto Show. They liked to throw out fun facts, such as Volkswagen is the world’s largest car company, or to ask the people on their tour what they thought “FCA” stood for. (Fiat Chrysler of Automobiles)

Jackson got a lot of questions about trucks, and not just from men.

“Trucks are becoming very, very commonplace for individual commuters,” he said. “I see them all the time on I-395.” Truck owners told him they feel safe with the height of a truck.

SUVs remain popular, and especially crossovers. “Inevitably, the crowd doesn’t understand the difference between a crossover and an SUV,” said Jackson. “I explain that a crossover is a car. It drives like a car.”

To explain autonomous vehicles, Jackson said, “I give them two numbers: 2.4 million, the number of Americans killed in combat since the Revolutionary War, and 3.3 million, the number of people killed on the highways since 1900.

“Now we’re killing close to 40,000 per year [on highways],” he said. “It’s a crisis, and it’s why cars are going to drive themselves – because people make mistakes, get tired, and get drunk.”

Nally had a family on her first tour, on the first Saturday of the Auto Show, where the mother said she had been nervous about bringing her two children on the tour, afraid they might be bored. “I didn’t want somebody who would talk over my head,” the woman told Nally. After researching the guides’ background, she chose Nally, the only female guide, who writes about cars for her lifestyle blog. The family was pleased with the experience.

One couple on Nally's tour came as their Christmas gift to each other. Another couple came to Washington from North Carolina for the man's 30th birthday. The tour was the wife's surprise birthday gift to her husband, a car fan who didn't know the Auto Show was in town.

"By the end of the tour she'd already decided on her next car, so she ended up getting into it, too," Nally said.

Man whose old car had engine failure wins new Hyundai Tucson in Hands-on Contest after touching car for five days straight



Russell West (left), winner of the Hyundai Hands-on Contest, with Kevin Reilly, WANADA Auto Show Committee of Alexandria Hyundai.

Russell West's old car had just had a complete engine failure. He needed a new vehicle to get to and from work, but also to transport his elderly parents and to deliver food to homeless shelters. So he had lots of incentive to enter the Hyundai Hands-on Contest – and he was thrilled when he won a 2018 Hyundai Tucson SEL plus AWD at the Washington Auto Show. Not only will West and his family benefit, but so will a lot of others, thanks to his persistence and good luck.

West was one of six contestants remaining at the end of the five-day contest, which

required each person to keep in physical contact with the vehicle constantly, day after day, with only a few short breaks. With six people remaining, contest rules said each of the six got to draw a key out of a bowl. The one with the key that started the Hyundai Tucson would win the vehicle.

Three of the six remaining drew keys, only to find those did not start the vehicle. When West drew a car and pushed the start button, suddenly he heard the sound he had been waiting for. The car started, and realizing he was the winner, West dropped his head to the steering wheel, literally overcome with joy!

A moment later he emerged from the Tucson and thrust his arms in the air, then ran to his wife as they and their three children celebrated his success. The vehicle was provided by the Washington Area Hyundai Dealers.

After celebrating his win with his family, West quickly thanked the other contestants.

"[I] couldn't have done it without



John O'Donnell, Auto Show producer, with Rachel West, wife of Russell West, Hands-on Contest winner; and Mike Bushnell, Auto Show communications manager at Ourisman Hyundai of Bowie where West picked up his brand new Tucson.

everyone,” he said. “We all worked to keep each other so positive and kept encouraging each other.”

Hyundai dealer Kevin Reilly was as happy as West was about his win. “For almost two decades, the Hands-on Contest has been a *signature event* at the Washington Auto Show, and we were thrilled that someone as enthusiastic and deserving as Russell West was able to come away with an all-new 2018 Hyundai Tucson SEL plus AWD,” said Reilly, president of Alexandria Hyundai and board member of WANADA, producer of the Washington Auto Show. “The Washington Area Hyundai Dealers are honored to have been able to once again partner with the Washington Auto Show on this contest.”

Many members of Congress tour Washington Auto Show



Rep. Andy Barr (R-KY) (left) with Ed Lewis of Toyota's Washington office



Rep. Trent Kelly (R-MS) (left) with Auto Show producer John O'Donnell.

A number of U.S. senators and members of the House of Representatives toured the Washington Auto Show this year. Some were interested in visiting the displays of automakers with a plant in their states; others were car shopping with family members.

Rep. Andy Barr (R), who represents the Kentucky district that has the largest Toyota plant in the world, visited the Toyota display. Rep. Trent Kelly (R) represents Mississippi's first district, where Toyota makes the Corolla, so he also wanted to look at Toyotas. Rep. Mark Sanford (R) represents the first district of South Carolina, which is home to BMW and Volvo plants, so those manufacturers were his interest at the Auto Show. Chairman of the House Automotive Caucus Rep. Mike Kelly (R-PA), who is also an auto dealer, spent time in the displays of his makes, General Motors and Hyundai.



Rep. Mark Stanford (R-SC) (left) with John O'Donnell, Auto Show producer.



Chairman of the House Auto Caucus, Rep. Mike Kelly (R-PA) (center) with Hyundai Motor Company Washington Office reps David Kim (left) and Erin Wheeler-Perin.



From the left: Joe Koch, assistant producer, Auto Show, with Sen. Lisa Murkowski (R-AK) and John Ourisman, Auto Show chairman.



Rep. Martin Heinrich (D-NM) (left) with his son and John O'Donnell, Auto Show producer.

Sen. Lisa Murkowski (R-AK), who was at the Auto Show in the Convention Center for the Senate Energy Committee Field Hearing, toured the show and spent most of her time looking at trucks in the GM and Ford displays. She was also very interested in the electric vehicles that Chevrolet had. There are several remote communities in Alaska where theoretically it would be easier to have EVs than gasoline-powered vehicles because EVs are easier to maintain. Although a car like the Chevy Volt is not practical in deep snow, Sen. Murkowski wanted to see what technology is available.

Sen. Patrick Leahy (D-VT) and Sen. Martin Heinrich (D-NM) came to the Auto Show to do some car shopping with their families – Heinrich with his son and Leahy with his grandson. Former Sen. Tom Daschle and Rep. Steny Hoyer (D-MD) – a longtime friend of WANADA and the Washington Auto Show – also toured the show.

Members of Congress and other Washington VIPs were given tours by senior Auto Show staff, according to their individual interests.



Sen. Patrick Leahy (D-VT) (left) with Joe Koch, WAS assistant producer.



Rep. Steny Hoyer (D-MD) (left) with Rich Lopez of General Motors at the 2018 Auto Show.

Luxury Lifestyle Event brings high society to exotic cars



From the left, John Ourisman, Auto Show chairman, Ourisman Automotive; Dick Paterson, RRR Automotive; John O'Donnell, Auto Show producer; Robert Hisaoka, RRR Automotive.

A few days before the Washington Auto Show opened to the public, a group of special guests was treated to an exclusive event, the fourth annual VIP Exotic Car and Luxury Lifestyle Event (LLE). The reception is designed to showcase high-end automotive luxury for high net worth individuals who are typically captains of industry, celebrities, sports stars and the like.

The LLE reception on Jan. 23 offered gourmet food, live music and cars that were as exclusive as the guests. Most important were the exotics themselves: Ferrari, Lamborghini, several Aston

Martins, Bentley and Rolls Royce.

The LLE event is the brainchild of WANADA member Robert Hisaoka of RRR Automotive, the perfect man for the job with his penchant for high end, exotic cars and his relationship with Washington's high society. Hisaoka puts on a separate Washington charity evening each year in memory of his late sister, Joan Hisaoka.

This year's LLE at the Auto Show was generously sponsored by RBC Wealth Management; Shapiro, Lifschitz & Schram; and TTR Sotheby's.



Luxury Lifestyle Event at the 2018 Washington Auto Show.

Ride & Drives let visitors try out new models at Auto Show



A Toyota ride & drive in progress at the Auto Show.

The complimentary OEM ride & drives are always popular, and this year the weather in DC cooperated so that all out ride & drives went on as scheduled on the streets around the Washington Auto Show at its W.E. Washington Convention Center venue.

Six OEMs offered new models for showgoers to test: BMW, Ford, Kia, Mazda, Toyota and Volkswagen.

And this year, for the first time, an *inside*

ride & drive was offered, on the test track in the Jaguar/Land Rover space (see Jaguar/Land Rover photos on page 2, above).

Visitors could have a professional race car driver drive them in the Jaguar E-Pace even before the new model came to dealerships, or they could drive a Land Rover around an off-road test track.

Military Tribute Day brings service dogs and Star Wars figures for kids

The Washington Auto Show always offers a special tribute to service members and veterans. On Jan. 30, active duty military and veterans were given free admission to the show.

Military Tribute Day also featured special exhibits and entertainment, highlighting the education and outreach of military special services. Among the day's special features to celebrate our servicemen and women, the American Red Cross in the National Capital Region brought service dogs trained to assist soldiers with PTSD. Consumers could wrap packages to be sent to combat soldiers. The children's table featured Star Wars Lego models for children to play with onsite.

U.S. Paralympic Gold Medalist Swimmer Brad Snyder was at the Toyota display during Military Day.

Military Tribute Day was sponsored by Jeep.



Star Wars figures with Red Cross service dog, trained to assist soldiers with PTSD.



Red Cross Lego play table for kids at the Auto Show.

A full array of DC sports teams featured on each of five days at the Auto Show



Events DC Live!, a web cast. From the left, Greg O'Dell, Events DC; Alan Bubes, Events DC; new Nationals' manager Dave Martinez; and WAS Producer John O'Donnell.

Washington Auto Show organizers tried a new schedule for sports celebrity visitors this year, and it was a big success! A different team was featured on each of five days, often with a star player signing autographs.

Jan. 29 was Washington Capitals Day at the Auto Show, when visitors could meet Capitals mascot Slapshot, Capitals cheerleaders and Capitals star player Tom Wilson. On Jan. 30, Washington Redskins Day, visitors could meet Redskins cheerleaders and star player Josh Norman. Fans waited in long lines to get his autograph!



Washington Wizards' star, Otto Porter at the ART of Motion exhibit at the Washington Auto Show.



Washington Redskins' (cornerback) Josh Norman (right) with a fan at the Auto Show.

Jan. 31 was Washington Wizards Day. Fans could meet the mascot, G. Wiz, and Wizards star player Otto Porter, who signed autographs. On Feb. 1, Washington Nationals Day, fans could meet and get an autograph from new Nationals manager Dave Martinez, who was also interviewed on Events DC monthly webseries *Events DC Live!*. Feb. 2 was DC United Day, and fans could meet DC United mascot Talon.

ART of Motion display adds artistic flare to Auto Show

In Ballroom B on the third floor of the Convention Center during the Washington Auto Show, a group of cars was surrounded not by product specialists and car shoppers, but by artists and people watching them paint the cars. The third annual ART of Motion display was an *avant-garde* design experience that befits the culture and imagination of the Washington, DC scene as it hosts a tier-one industry event on the global auto show circuit.

Artists Shawn Mitchell Perkins, Juan "CRI" Pineda, Maria Miller, Edward Joseph, (a.k.a. "Ed the Artist") Blind

Whino and Joseph Ramos Cruz worked throughout the Auto Show to transform the cars into works of art. The artists put their own styling on Toyota's C-HR R-Code, a *smart fortwo*, a Kia Stinger, an intergalactic "Star Wars" themed Nissan and a Hyundai Santa Fe Sport. Additionally, Georgetown University art students added reflection-based surfacing to a Mazda CX-5.

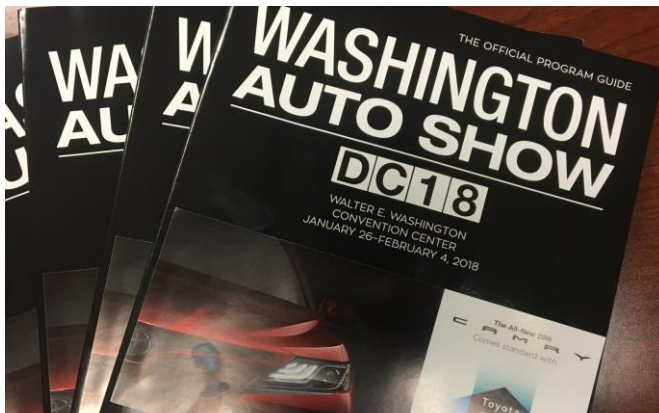


ART of Motion display.

The ballroom's location, next to the Auto Show's collection of high-end luxury vehicles, drew steady crowds to both displays.

ART of Motion was sponsored by Adrenaline Lifestyles, Harman/Kardon, Hyundai, Kia, Mazda, Nissan, smart, Throttle Life and Toyota.

Auto Show program spotlights CUVs, luxury cars, EVs, AVs



2018 Washington Auto Show program.

The official program guide for the 2018 Washington Auto Show was especially impressive this year, an 88-page glossy magazine with articles on a variety of auto topics and full color photos of many of the new vehicles at the show. The program was free to visitors with the price of admission.

Among the program's articles: New crossovers for 2018; a piece on must-have technology for your next vehicle, including lane departure/blind spot warning and rear cross traffic alert (all a precursor to

autonomous vehicles); luxury cars on a budget, and a piece on electric vehicles.

And, of course, there was a handy map of the Auto Show floor plan as the center fold.

Workshops at the Auto Show for dealer staff filled up quickly

As it does every year at the Washington Auto Show, WANADA offered its Regional Tag and Title Seminar for dealership tag and title processors, on Jan. 26. This workshop provided the latest motor vehicle rules and regulations for the entire DC/MD/VA region. This program was well attended by tag and title coordinators and dealership staff involved in motor vehicle agency relations.



Annual WANADA Dealer Tag and Title Seminar at the Auto Show.

The FedFleet Expo ran from Jan. 30 to Feb. 1, with 40 training sessions for federal fleet managers. The sessions included popular hands-on computer lab training and brought good turnout from dealer fleet managers.



Sales rep Jeni Upchurch, MINI of Sterling, receiving Mystery Shopper cash award from Billy Painter of WANADA at the Auto Show.

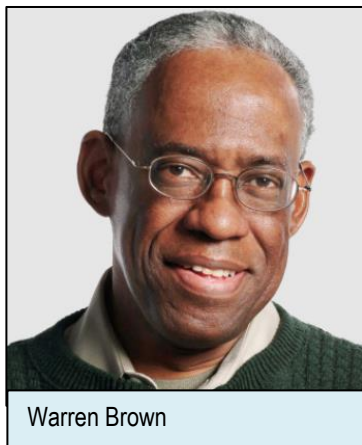
2018 Mystery Shopper Contest

As producers of the Washington Auto Show, WANADA each year identifies and recognizes dealer auto sales professionals staffing the OEM exhibits who have distinguished themselves by professional interaction with show visitors. Accordingly, WANADA runs its annual Auto Show Mystery Shopper Contest for dealer sales representatives staffing OEM exhibits where Auto Show management observes effective 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 Auto Show Mystery Shopper Contest.

For the twenty dealer sales reps who passed muster, the Auto Show Committee gave each a \$250 award.

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



Warren Brown

Warren Brown's news coverage of the auto industry for *Washington Post* spanned 35 years and 35 Auto Shows

It was 1982 when Warren Brown signed on as the automotive writer at The Washington Post, the same year WANADA committed to restoring the Auto Show in Washington for vehicle model year 1983, following a 13-year hiatus with no show in Washington. The new Washington Convention Center, which would house the Auto Show, opened on time in January 1983 with the Auto Show being its very first event.

Warren Brown covered the Auto Show for the Post then and every year thereafter through this year. But, alas, when Warren recently reviewed one of the new vehicles to be exhibited at the 2018 Washington Auto Show, he announced it would be his last column as the auto writer at the Post.

The *dash* Warren had between his career years, 1982 – 2018, when he was the auto writer at the Post, could fill a book, which he may write one day. Suffice it to say that Warren Brown's coverage of the auto business in Washington, no less than the global auto industry at large, was always fair, balanced, authoritative and factual – and, yes, enjoyable and witty, too. And how could it not be with his master's degree in journalism from Columbia University that he had from the get-go, and his omnipresent New Orleans' charm?

Perhaps more than anything, Warren Brown thoroughly enjoys cars, and that came through consistently in all his reporting on things automotive. "Warren is passionate about automobiles of all kinds and varieties and clearly relished the opportunities he had to experience new vehicles, first-hand, in the many test drives he did and reported over the course of his career," said Gerry Murphy, whose 30-plus year career as WANADA's CEO began when Brown started at the Post. He was also able to take complicated auto technology subject matter and make it understandable to his wide following of readers, Murphy said, which made him "a foremost contributor to the cultural reality of America's love affair with the car."

WANADA, which honored him at the 30-year mark in his distinguished career at its Annual Meeting in 2012, wishes Warren Brown the very best in his future endeavors, which hopefully will include more of his incomparable car articles and talk radio *On Wheels* broadcasts.

The Snow Hat keeps inclement weather away from the 2018 Washington Auto Show

As with most Washington Auto Shows over the past 68 years, 2018 was free of snow and winter weather capable of shutting down the DC area and the Auto Show has occurred in years past. The clear weather for the 2018 Auto Show was not a coincidence, however, but rather the result of the mythical powers of the famed Washington Auto Show Snow Hat. Since the 1950s, when Mike Murphy produced the Washington Auto Show for WANADA, the Snow Hat, has, for the most part, kept the snow away from the Auto Show.



The Snow Hat ritual with former WAS Producer Gerry Murphy donning the hat (center), flanked by WAS Chairman John Ourisman (left) and WAS Producer John O'Donnell on the floor of the 2018 Washington Auto Show.

“There were some years when forces of bad winter weather prevailed over the power of Snow Hat in DC and WANADA’s Auto Shows were closed,” recalled Gerry Murphy, Mike Murphy’s successor as Auto Show producer, and predecessor to John O’Donnell WANADA’s current Auto Show producer. “Why risk it?” queried John O’Donnell, who engaged Murphy to perform the traditional Snow Hat ritual with himself and Show Chairman John Ourisman as the Auto Show was opening to the public on Jan. 26. “We performed the Snow Hat ritual in keeping with longstanding tradition, and there was no snow on the 2018 show,” said chairman Ourisman. “Mission accomplished!” And, indeed, it was, 2018 being among the best attended Auto Shows in Washington’s history.

WANADA appreciates the many people who made the 2018 Washington Auto Show a grand success!



Auto Show Committee members. From left: John O'Donnell, WAS producer; George Doetsch, Apple Ford/Lincoln; John Ourisman, WAS Chairman, Ourisman Automotive and Daniel Jobe, Capital Cadillac. (Not pictured: Jamie Darvish, DARCARS; Geoff Pohanka, Pohanka Automotive; Kevin Reilly, Alexandria Hyundai; Charles Stringfellow, Antwerpen Auto Group.)

A ten day, city and region wide public event like the Washington Auto Show (WAS) could never happen without the hard work of a great many dedicated people. The 2018 Auto Show was well over a year in the making, with the long-term planning and direction going back even further.

As producers of the WAS, the Washington Area New Automobile Dealers Association (WANADA) greatly appreciates the leadership of its 2018 Auto Show Committee, chaired by John Ourisman, Ourisman Automotive. Joining Ourisman on the Committee were these WANADA dealer members: Jamie Darvish, DARCARS;

George Doetsch, Apple Ford/Lincoln; Daniel Jobe, Capitol Cadillac; Geoff Pohanka, Pohanka Automotive; Kevin Reilly, Alexandria Hyundai; and Charles Stringfellow, Antwerpen Auto Group. *Ex-officio* members of the Committee were: WANADA Chairman John Bowis, Chevy Chase Acura and WANADA CEO and Show Producer John O'Donnell.

The Washington Auto Show would not be possible without the generous support of committed, loyal sponsors. WANADA would like to acknowledge them here:

Participating sponsors were Fiat Chrysler Automobiles, Global Automakers, Hyundai, Lyft, Michigan Economic Development Group, Motor & Equipment Manufacturers Association, Spot Hero, State Farm, and Toyota.

The *Sneak Peek Preview* on Jan. 25 went forward with the sponsor support of the Alliance of Automobile Manufacturers, American Fuel & Petrochemical Manufacturers, Hargrove, and NADA.

The Media Center and Press Room was sponsored by USAA.

Military Tribute Day at the Auto Show was sponsored by Jeep.

The Lifetime Achievement Award Reception and Dinner, honoring industry icon Keith Crain of Automotive News, was sponsored by Comcast Spotlight and Cox Automotive.

The Luxury Lifestyle Event showcasing the exotic car pavilion, was organized by Robert Hisaoka of RRR Automotive and sponsored by RBC Wealth Management, Shapiro, Lifschitz & Schram, and TTR Sotheby's.

Media partners to the Washington Auto Show were The Hill and The Washington Post.

DC Sports team partners to the Auto Show were: The DC United, Washington Capitals, Washington Nationals, Washington Redskins, and Washington Wizards.

Ron Cogan, publisher of the Green Car Journal, once again delivered the Green Car Awards, which were very much appreciated for their significant contribution to the Auto Show. The finalists were announced at the L.A. Auto Show last fall, with the actual winners being recognized at the Washington Auto Show.

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

Automotive Rhythms once again organized the *ART of Motion* exhibit, which, once again, was a crowd pleaser.

WANADA is also grateful to its WAS publication group consisting of Joan Mooney, Gerry Murphy, and Katy Orme. Correspondingly, the seasoned auto journalists who contributed to the Auto Show were Les Jackson, who edited the Auto Show Program and led VIP tours for consumers. Besides Jackson, other tour VIP guides were Mike Collins, John Davis, William Hopper, Alvin Jones and Fadry Nally. Photography for the Auto Show was handled by Bonnie Moret and Catherine Darby Cooper.

Advertising for the WAS was ably handled by August, Lang & Husak, with support from Mike Mosko of Voice Media, and Angelica Boiteux and Social Driver handling social media.

Last, but by no means least, WANADA salutes its staff and auto show consultants, who worked diligently to bring the 2018 Auto Show to fruition under the able leadership of WANADA CEO and WAS Producer John O'Donnell. They are: Isabel Garcia, CFO; Joe Koch, WAS assistant producer; Bob Storin, VP of marketing; Kathy Teich, executive assistant; Michael Bushnell, communications manager; Cameron Stewart, webmaster; Bob Yoffe, show manager; Chris Hosford, senior communications consultant, and Tim Lynch, regulatory counsel.



2018 Washington Auto Show team onsite at the W.E. Washington Convention Center. From the left, Kathy Teich, Joan Mooney, Hannah Giuffre, Cameron Stewart, Bob Storin, Joe Koch, John O'Donnell (show producer), George Doetsch (show committee), John Ourisman (show chairman), Daniel Jobe (show committee), Gerry Murphy, Angelica Boiteux, Mike Bushnell, and Isabel Garcia.

Thought for the Week...

The 2018 Washington Auto Show was a grand success by any metric. Attendance was up, and we got great feedback from consumers about all the new vehicles on display!

--John Ourisman, 2018 Washington Auto Show chairman