

CLEVELAND AUTO SHOW

APPRECIATING FINE ART IN EVERY FORM

Presented by

AutoTrader.com®

2006 EXHIBITORS REPORT

2007
AUTO SHOW
PREVIEW INSIDE!



REPORT ON MEDIA, ATTRACTIONS & EVENTS

CLEVELANDAUTOSHOW.COM

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THE GREATER CLEVELAND INTERNATIONAL AUTO SHOW DELIVERS RESULTS

Promotional plan increases attendance and boosts sales
19-county region of northern Ohio accounts for 1.4% of total U.S. sales



CLEVELAND – The Greater Cleveland International Auto Show presented by AutoTrader.com is considered one of the top U.S. consumer automotive expositions. It's one of the best venues to shop, kick the tires, slam the doors, and check under the hood of all the latest vehicles and preproduction vehicles soon to enter dealer showrooms. Parking – paid by the Greater Cleveland Automobile Dealers' Association (GCADA) – is provided free to all visitors throughout the show.

Consumers in a 19-county region of northern Ohio accounted for 1.4 percent to total U.S. light vehicle sales in 2005. In the region, 230,288 new cars and light trucks were purchased or leased in 2005. Nationwide, 16.9 million new cars and light trucks were sold in 2005.

When you stop and think about it, is there a better place than an auto show for consumers to compare all the new makes and models? The 2006 Cleveland Auto Show featured displays from 38 automakers worldwide, featuring about 1,000 new production vehicles, conversions, concepts, tuners and classics, including many special attractions and sports celebrity appearances.

“The show plays a key role in kicking off the spring selling season in the region.”

Attendance at the 2006 Cleveland Auto Show reached 648,881 visitors over the 10-day show, up slightly from 2005. In addition, sales of 15 brands increased in March 2006 and 19 brands posted sales increases through the first quarter in a 19-county region of northern Ohio. The region includes the major cities and markets of Cleveland, Akron, Canton, Youngstown, Elyria, Lorain, Mansfield and Warren.

“As a regional automotive exposition, the Cleveland Auto Show has a tremendous impact on new vehicle sales in northern Ohio,” says Gary S. Adams, GCADA president.



The Cleveland Auto Show was promoted on Clear Channel's Outdoor Digital Billboard Network. The network features seven electronic billboard locations in Greater Cleveland.

DATES SET FOR 2007 GREATER CLEVELAND INTERNATIONAL AUTO SHOW

The dates of 2007 Greater Cleveland International Auto Show presented by AutoTrader.com are Feb. 24 to March 4 at the I-X Center, next to Cleveland Hopkins International Airport in Cleveland, Ohio.

Parking is free throughout the nine-day public show. In addition, the price of admission includes a free souvenir show program – a \$5 value. If your company is interested in placing a print advertisement in the souvenir program, please contact the Greater Cleveland Automobile Dealers' Association (GCADA) at 440.746.1500 or toll free at 888.740.2886.

To purchase advance tickets online, please log onto clevelandautoshow.com. They make great gifts for that special car enthusiast, while avoiding long lines at the ticket box office.



The show is produced by the GCADA. For more information about the 2007 Cleveland Auto Show, please contact GCADA at 440.746.1500, toll free at 888.740.2886, or email gcada@gcada.org.

About AutoTrader.com

AutoTrader.com, created in 1997 and based in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information Website. AutoTrader.com aggregates more than 3 million vehicle listings from 40,000 dealers and 250,000 private owners in a single location.

AutoTrader.com provides the largest selection of vehicles and attracts more than 11 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online – dramatically improving the way people research, locate and advertise vehicles.

AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Other investors include Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers. ■



Gary S. Adams (right), GCADA president, highlights the show with Brad Harvey of WEWS NewsChannel 5 (ABC) during the taping of "Auto Show Preview '06" on Feb. 16. The show aired Sunday, Feb. 19.



Local Chevy Camaro clubs gather to see the Camaro concept introduced to northern Ohio, which was broadcast live by WKYC's (NBC) morning show "Channel 3 News" on opening day, Saturday, Feb. 25.

2007 GREATER CLEVELAND INTERNATIONAL AUTO SHOW

Public Show Dates:

Saturday, Feb. 24 – Sunday, March 4, 2007

Hours:

- Friday & Saturdays 11 a.m. – 11 p.m.
- Sundays 11 a.m. – 8 p.m.
- Monday to Thursday Noon – 10 p.m.

Location:

I-X Center,
One I-X Center Drive
Cleveland, Ohio 44135

Exhibit Space: 1 million sq. ft.

Official Website:

clevelandautoshow.com

Toll Free Information Hotline:

1.866.291.1415

Box Office Prices:

- Adults \$12
- Seniors/Preteens \$9.50
- Senior (62+) Weekday Special \$9 (Monday to Friday, noon to 5 p.m.)
- Children 6 & Under FREE when accompanied by an adult
- Admission includes a free souvenir program – a \$5 value.

Advance Tickets: E-tickets are available online at clevelandautoshow.com

Free Parking: Parking is free to all visitors throughout the nine-day public show.

Show Contact:

Gary Adams, president
Greater Cleveland Automobile
Dealers' Association
PHONE: 440.746.1500
TOLL FREE: 888.740.2886
EMAIL: gadams@gcada.org

2007 KEY CALENDAR DATES

- | | |
|------------------------------------------------|-------------------------------------|
| • Media Days | Thursday, Feb. 22 & Friday, Feb. 23 |
| • Auto Show Kickoff Breakfast | Friday, Feb. 23 |
| • "Night of Lights" Charity Preview Fundraiser | Friday, Feb. 23 |
| • Opening day | Saturday, Feb. 24 |
| • Auto Tech Competition | Sunday, Feb. 25 |
| • Automotive Career & Education Day | Monday, Feb. 26 |
| • Sports Celebrity Night | Tuesday, Feb. 27 |
| • NASCAR Night | Wednesday, Feb. 28 |
| • Vehicle Safety Conference | Thursday, March 1 |
| • Sports Celebrity Night | Thursday, March 1 |
| • Automotive Design Symposium | Friday, March 2 |
| • Sports Celebrity Night | Friday, March 2 |
| • Classic Car Awards Presentation | Saturday, March 3 |
| • Car Giveaway Contest | Sunday, March 4 |

For the complete, up-to-date list of 2007 events, please stay tuned to clevelandautoshow.com.

BP SPONSORS CLEVELAND AUTO SHOW WEBSITE

Over the past six shows, traffic to the official Website – clevelandautoshow.com – has steadily increased. As the official sponsor of the Website, BP received about 22 million gross print impressions during the 2006 Cleveland Auto Show’s promotional campaign. BP gained millions of additional impressions from the show commercial that was placed on cable, broadcast television, Clear Channel’s Outdoor Digital Network, and the I-X Center’s ExpoTron.

The Website includes show information, how to buy tickets online, news and features, an e-news sign up, photo galleries, exhibitor and media section.

In early February 2006, there were about 1,000 visits to the Website per day. Traffic began to increase on February 19 and reached a peak of 7,195 visits on February 25, which was the public opening of the show. The Website averaged about 5,000 visits per day during the show.

“\$20,000 Gasoline Giveaway”

In addition, the Auto Show and BP gave away \$20,000 in free gas to multiple winners throughout the nine-day show. Contestants signed up at the “\$20,000 Gasoline Giveaway” booth and filled out entry forms to win BP gas cards for multiple fill-ups at any BP station.

PRINT AD IMPRESSIONS

PRINT MEDIUMS	CIRCULATION	NET IMPRESSIONS	GROSS IMPRESSIONS	NUMBER OF ADS
<i>Akron Beacon Journal</i>	732,615	1,685,015	2,417,630	5
<i>Auto Mart Magazines</i>	113,280	260,544	373,824	2
<i>The Chronicle-Telegram (Elyria)</i>	178,846	411,346	590,192	6
<i>The Morning Journal (Lorain)</i>	143,301	329,592	472,893	5
<i>The News-Herald (Willoughby)</i>	244,000	561,200	805,200	5
<i>The Plain Dealer</i>	3,748,318	8,621,131	12,369,449	10
<i>The Record-Courier (Ravenna)</i>	26,000	59,800	85,800	1
<i>Record Publishing (10 weeklies)</i>	98,794	227,226	326,020	10
<i>Sun Newspapers (24 weeklies)</i>	271,064	623,447	894,511	1
<i>The Vindicator (Youngstown)</i>	228,565	525,700	754,265	3
<i>The Dispatch (Columbus)</i>	274,674	631,750	906,424	1
<i>The Repository (Canton)</i>	192,408	442,538	634,946	3
<i>Massillon Independent</i>	37,638	86,567	124,205	3
<i>The Times-Reporter (Dover/New Philadelphia)</i>	69,342	159,487	228,829	3
<i>Fremont News Messenger</i>	13,288	30,562	43,850	1
<i>Port Clinton News Herald</i>	5,877	13,517	19,394	1
<i>Bucyrus Telegraph Forum</i>	7,027	16,162	23,189	1
<i>Mansfield News Journal</i>	31,674	72,850	104,524	1
<i>Marion Star</i>	14,141	32,524	46,665	1
<i>Coshocton Tribune</i>	7,517	17,289	24,806	1
<i>Newark Advocate</i>	23,121	53,178	76,299	1
<i>Zanesville Times Recorder</i>	20,702	47,614	68,316	1
<i>Chillicothe Gazette</i>	15,933	36,646	52,579	1
<i>Lancaster Eagle Gazette</i>	14,624	33,635	48,259	1
<i>The Banter</i>	7,200	16,560	23,760	1
<i>Chagrin Valley Times</i>	16,770	38,571	55,341	1
<i>Geauga Times Courier</i>	13,000	29,900	42,900	1
<i>Solon Times</i>	5,000	11,500	16,500	1
TOTALS	6,554,719	15,075,851	21,630,570	72

About BP

BP markets more than 15 billion gallons of gasoline every year to U.S. consumers through 14,000 retail outlets and supplies more than four billion gallons of fuel annually to fleets, industrial users, auto and truck manufacturers, railroads and utilities.

BP is the single, global brand formed by the combination of the former British Petroleum, Amoco Corporation, Atlantic Richfield (ARCO) and Burmah Castrol. BP is a global producer, manufacturer and marketer of oil, gas, chemicals and renewable energy sources. ■

2006 AUTO SHOW POLL

- Attendance of 648,881 visitors over 10 days
- More than 90 percent of attendees reported that the show was helpful in making a vehicle purchasing decision.
- More than 40 percent surveyed plan to buy or lease a new vehicle within a year.

Cleveland Auto Show Jumpstarts Sales in Northern Ohio

15 brands post sales increases in March; 19 brands post year-to-date sales increases in first quarter '06

Led by heavy show promotions, rebates and new vehicles introduced during the 2006 Cleveland Auto Show – which concluded March 5 – fifteen brands posted sales increases in March 2006 in a 19-county region of northern Ohio.

In March, 22,347 new vehicles were purchased or leased in the region. Automakers with March '06 sales increases included: BMW, Chevrolet, Hummer, Hyundai, Jeep, Land Rover, Lexus, Lincoln, Mazda, Mercedes-Benz, Mercury, Mini, Porsche, Saab and Volkswagen. Infiniti sales were even; and Dodge was down two units in March – a modest 0.1 percent decline.

19 brands up through the first quarter '06

Through the January, February and March 2006 quarter, 19 brands posted year-to-date sales increases in the region. They included: BMW, Buick, Chrysler, Hummer, Hyundai, Jeep, Kia, Lexus, Lincoln, Mazda, Mercedes-Benz, Mercury, Mini, Porsche, Saab, Scion, Subaru, Toyota and Volkswagen. During the 2006 first quarter, 51,890 new vehicles were purchased or leased in the region.

“We expect new vehicle sales to remain steady through the next few months because incentives will continue and several newly designed, exciting 2007 models will entice consumers into dealer showrooms,” said Gary S. Adams, GCADA president. “Many new crossovers, hybrids, subcompacts and sedans have yet to arrive at dealerships after first being seen by consumers at the Cleveland Auto Show.”

ATTENTION EXHIBITORS

Carpeting, vacuuming, move-in and move-out drayage are all included in your 2007 Cleveland Auto Show rental rate. In addition, parking is free.

'07 models to ignite sales; CUVs grow in popularity

Several new 2007 models are expected to drive sales this year. Some new models include: Audi Q7; Cadillac Escalade; Chevrolet Avalanche, Aveo, Suburban and Tahoe; Chrysler Aspen; Ford Explorer Sport Trac, Expedition and Shelby GT500; GMC Yukon; Hyundai Accent, Entourage and Santa Fe; Lincoln Navigator; Mercury Milan AWD; Nissan Quest; Pontiac Solstice GXP; Saturn Sky; Toyota Camry, Camry Hybrid and FJ Cruiser; and Volkswagen Eos and Passat Wagon.



David Reuter of Ford Motor Co. highlights the company's new product line with Shannon O'Brien of 19 Action News (CBS) during live media coverage on Friday morning, Feb. 24.

“Crossover utility vehicles or CUVs, like the 2007 Ford Edge, Lincoln MKX, Mazda CX-7 and Dodge Caliber – with more on the way – are expected to outsell SUVs for the first time in 2006,” Adams said. “Rising gas prices will also push consumers into the hybrid and alternative fuel vehicle market, including subcompacts like the 2007 Toyota Yaris, Honda Fit and Nissan Versa, which were all in display at the show.”

Additional crossovers like the Saturn Outlook, Acura MDX, GMC Acadia, Mazda CX-9 will soon enter the market. General Motors has also announced plans to introduce seven new CUVs this year. ■

NEW-CAR AND TRUCK SALES IN NORTHERN OHIO – MARCH 2006

MAKE	MARCH 2006	MARCH 2005	% CHANGE
BMW	187	148	26.4
BUICK	719	739	-2.7
CHEVROLET	4362	4325	0.9
CHRYSLER	1137	1173	-3.1
DODGE	1385	1387	-0.1
HUMMER	93	40	132.5
HYUNDAI	608	549	10.8
JEEP	791	719	10.0
LANDROVER	37	26	42.3
LEXUS	298	255	16.9
LINCOLN	179	137	30.7
LOTUS	2	0	0.0
MAZDA	430	361	19.1
MERCEDES-BENZ	167	71	135.2
MERCURY	577	489	18.0
MINI	42	30	40.0
PORSCHE	28	26	7.7
SAAB	80	57	40.4
TOYOTA/SCION	1932	1967	-1.8
VOLKSWAGEN	308	199	54.8

sales increases in bold type

NEW-CAR AND TRUCK SALES IN NORTHERN OHIO JANUARY – MARCH 2006

MAKE	YTD MARCH 2006	YTD MARCH 2005	YTD % CHANGE
BMW	534	422	26.5
BUICK	1614	1601	0.8
CHRYSLER	2644	2629	0.6
HUMMER	227	84	170.2
HYUNDAI	1451	1220	18.9
JEEP	1867	1730	7.9
KIA	776	649	19.6
LEXUS	773	770	0.4
LINCOLN	383	307	24.8
LOTUS	8	0	N/A
MAZDA	822	784	4.9
MERCEDES-BENZ	491	235	109.0
MERCURY	1129	1070	5.5
MINI	96	94	2.1
PORSCHE	82	60	36.7
SAAB	154	132	16.7
SUBARU	372	367	1.4
TOYOTA/SCION	4379	4327	1.2
VOLKSWAGEN	701	606	15.7

Retail sales figures are based on vehicle registration reports from the Ohio Bureau of Motor Vehicles. Vehicle sales data includes the counties of: Ashland, Ashtabula, Coshocton, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas and Wayne.

HERE'S A LOOK BACK AT THE 2006 CLEVELAND AUTO SHOW ...

Free parking, free gas boosts attendance

By J. D. Booth, Auto Shows North America

CLEVELAND – It's about connecting with the community.

That, in essence, is the thinking behind the Cleveland Auto Show's efforts to market its event. And Chuck Cyrill, who handles public affairs and communications for the Greater Cleveland Automobile Dealers' Association (GCADA), says it's one reason show attendance was up, albeit slightly.

We'll start with the basics, including the vehicles themselves.

"We've kept in mind that our market is mostly domestic," says Cyrill. "Ford and Chevy alone account for more than one third of total auto sales in the 19 counties in the area. Add in the rest of the General Motors' brands and The Chrysler Group (Chrysler, Jeep and Dodge) and it's over 60 percent."

Cyrill says that sales profile has translated into strong domestic support for the auto show, although not to the exclusion of import or transplanted brands.

"We had a slew of 2007 models, a lot from the domestic manufacturers, but also across the board – from Audi, Honda, Hyundai...just about everyone," he says.

Another challenge was bringing in visitors who may have already taken advantage of previous years' marketing efforts that included employee pricing or zero percent interest financing.



Jeremy Mayfield, driver of the No. 19 Dodge Dealers/UAW Dodge Charger in the NASCAR NEXTEL Cup Series talks to Tony Rizzo of WJW Fox 8 during NASCAR Night on Wednesday, March 1.

For Cyrill and Gary Adams, GCADA president, it wasn't just one thing that would do it. Indeed, a litany of special features, attractions and appearances, notably from popular sports personalities, all played a role in driving interest and attendance. The question is, where to start?

One might look to Camp Jeep Cleveland, the local iteration of the automaker's increasingly popular ride and drive event, a 40,000-square-foot inside the show activity center that included a climbing wall for kids and teens, as well as the now-famous driving course itself.

"Camp Jeep Cleveland clearly pulled off what it was intended to do," says Cyrill, noting that Jeep sales are up in the Cleveland market since the show.

It appears that other brands also benefited from visibility at the show; Cyrill notes that 15 brands were up in sales for March (the show concluding March 5).

Many of the features the Cleveland Auto Show put in place were scheduled through the week, for one obvious reason.

"Weekends in Cleveland take care of themselves," says Cyrill. "If we were to build attendance, the opportunity was midweek."

Hence, a series of appearances by sports celebrities were nicely interspersed on just about every night. Show attendees lined up to see and be seen by notables from the Cleveland Indians, Cavaliers, Browns (with Coach Romeo Crennel and Ohio favorite Charlie Frye, the quarterback who played college ball at Akron). One of the biggest



Gary Adams, GCADA president, meets with Brian McIntyre of the Ohio News Network (ONN) at the Cleveland Auto Show.

sports attractions was that of three Ohio State linebackers – A.J. Hawk, Bobby Carpenter and Anthony Schlegel.

NASCAR fans got to see a number of drivers, including Jeremy Mayfield, Ken Schrader and Clint Bowyer, plus the 2005 Craftsman Truck Series champion Ted Musgrave and Kevin Lepage of the Busch Series.

The show also included a classic car display (and competition), a “Driving 100 Years Ago” exhibit by the Western Reserve Historical Society, and a tuner display, all popular with attendees.

A preview charity gala benefiting the March of Dimes, the Epilepsy Association and the Western Reserve Historical Society (and its Crawford Auto-Aviation Museum) was also held.

Cyrill says getting people to the show itself was made that much easier by an offer of free parking (paid for by show organizers). “Normally, people attending events at the I-X Center have to pay for parking, so that was a popular move.”

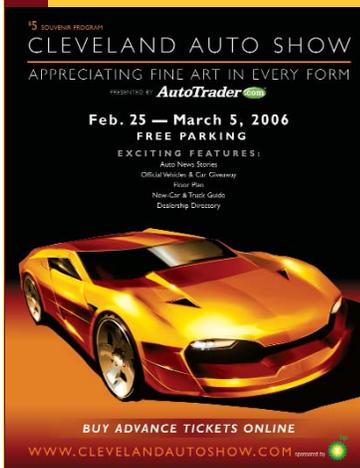
There were also a slew of marketing efforts working together to drive attendance, including sponsorship of the Website by BP. That package also included a fuel giveaway of \$20,000 in gas over the nine-day show. Show organizers tied in with shows such as *Oprah* and *Dr. Phil* to publicize the giveaway. “That built media impressions, again helping with attendance,” says Cyrill. ■



The 2007 Dodge Caliber is a versatile hatchback that is the company's most affordable vehicle.

OFFICIAL AUTO SHOW SOUVENIR PROGRAM REACHES VEHICLE SHOPPERS

Your avenue to hundreds of thousands of prospects



New vehicle sales in a 19-county region of northern Ohio account for 1.4 percent of total U.S. vehicle sales. Is there a better way to reach potential customers than an auto show? That is why a persuasive print advertisement in the official 2007 Cleveland Auto Show souvenir program will introduce northern Ohio consumers to new vehicles, products and services.

The 2007 program – in a high-glossy magazine format – is a lasting reference and souvenir for consumers. The program will contain a new-car and truck buyers’ guide with color photos and space to write your own notes, a GCADA member dealership directory, editorial, floor plan and much more.

The program – a \$5 value – is distributed free to all visitors with a ticket purchased at the box office or online at clevelandautoshow.com. For more information about reserving your ad space, please contact GCADA at 440.746.1500 or toll free at 888.740.2886.

NEWSPAPER HEADLINES

- **Local auto tech students score big**
May 6, 2006 – Aspiring automotive technicians Walter Gron of Concord and Jonathan Bolaney of Mentor have gone further...
THE PLAIN DEALER (AUTOINSIGHT)

- **Mentor High takes auto tech trophy**
March 18, 2006 – ...the two will go on to represent Northeast Ohio, competing in the 2006 Greater New York...
THE PLAIN DEALER (AUTOINSIGHT)

- **1955 Crown Victoria is chosen classic-car competition winner**
March 18, 2006 – A total of eight different vehicles took home awards from this year's show.
THE PLAIN DEALER (AUTOINSIGHT)

- **Harvest for Hunger gets boost from auto dealers and families**
March 16, 2006 – This year's donations weighed in at 15,940 pounds...
THE PLAIN DEALER (AUTOINSIGHT)

- **The Greater Cleveland Automobile Dealers' Association "A Night of Lights"**
March 16, 2006 – Three local charities were the beneficiaries of the...
CURRENTS

- **Hawk swoops in for biggest tackle**
March 4, 2006 – Linebacker celebrates engagement by helping to draw record turnout at autograph session
AKRON BEACON JOURNAL

- **Event draws car lovers, car shoppers**
March 4, 2006 – Football fans share road with car lovers
THE PLAIN DEALER

- **NFL free agency pushed back three days**
March 3, 2006 – Coach Romeo Crennel said Thursday while making an appearance at the Greater Cleveland Auto Show...
THE NEWS-HERALD

- **Cars turn I-X Center into 'Whoa!' room**
March 3, 2006 – No other new-car lot in Northeast Ohio offers a bigger "wow" factor than the Greater Cleveland...
AKRON BEACON JOURNAL

- **Browns chomping at free agent bit**
March 3, 2006 – Standing behind a shiny new concept Camaro, Browns Head Coach Romeo Crennel...
THE REPOSITORY

- **Browns, Roys have extension**
March 2, 2006 – Browns Head Coach Romeo Crennel and quarterback Charlie Frye will appear at the Cleveland Auto Show
THE REPOSITORY

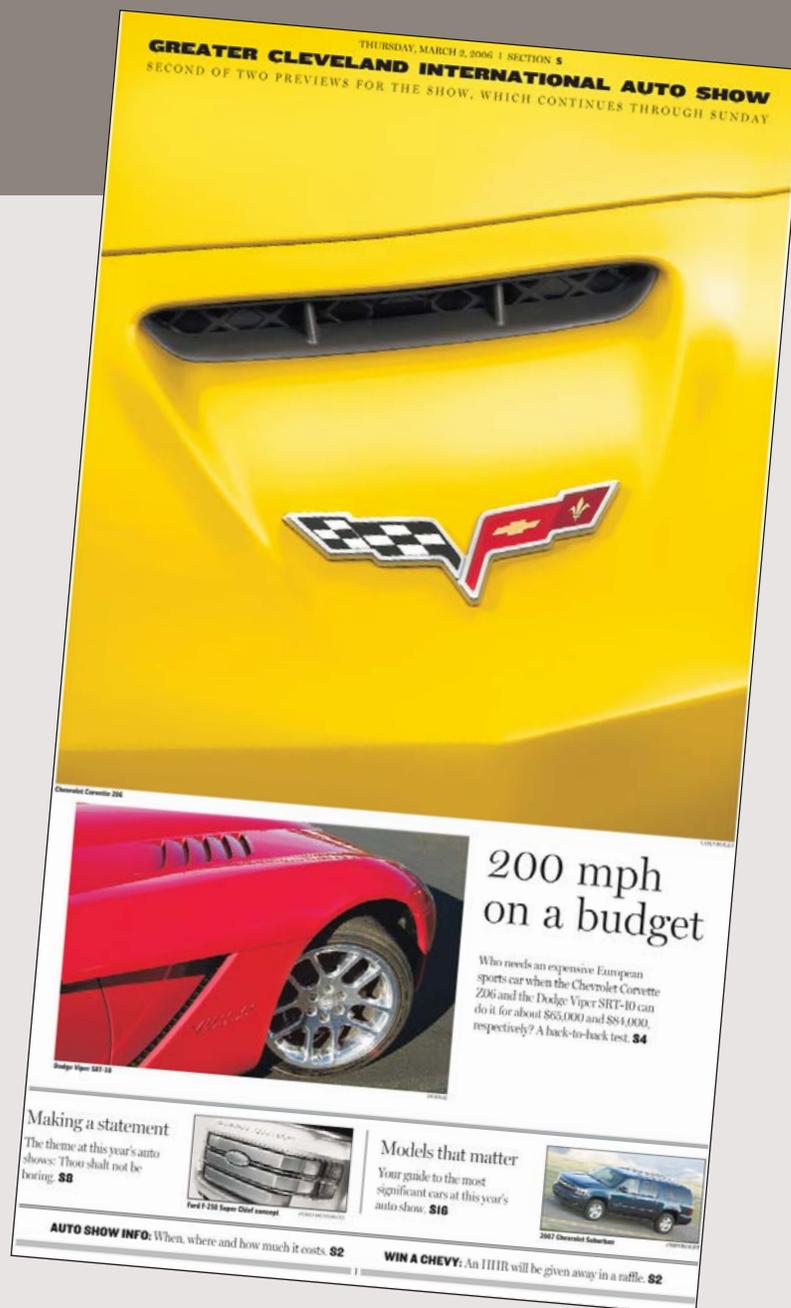
- **Cars and stars come out for gala**
March 2, 2006 – 'Night of Lights' preview cruises in as worthy benefit
SUN NEWSPAPERS

- **Sentinel students get tuned up for contest**
March 1, 2006 – Jack Weisenburger and Derek Weinandy, seniors in Sentinel Career Center's automotive trades program
THE ADVERTISER-TRIBUNE



"Muscle makes a comeback," published Sunday, Feb. 26 in The Plain Dealer's special auto show section and cover featured the Dodge Challenger and Chevrolet Camaro concepts of the cover.

- Ford's "American" designer**
 Feb. 28, 2006 – Akron native Schiavone leads effort to create bold look
 THE PLAIN DEALER
- Driving home with awards**
 Feb. 27, 2006 – Students win scholarships
 THE TRIBUNE-CHRONICLE
- Mentor High School students prove they're handy with a wrench**
 Feb. 27, 2006 – As winners, the high school seniors receive a paid trip to New York City to compete...
 THE NEWS-HERALD
- Ready for the spotlight**
 Feb. 26, 2006 – Auto show unveils the newest models
 THE NEWS-HERALD
- Cleveland auto show under way**
 Feb. 26, 2006 – A new feature is an off-road driving course built by Jeep that visitors...
 THE REPOSITORY
- It's what's inside that counts**
 Feb. 26, 2006 – Some of those mobile battlegrounds will be on display at the Greater Cleveland International Auto...
 THE PLAIN DEALER
- Big & small, lush & lush**
 Feb. 26, 2006 – ...here are four other concept vehicles at the Greater Cleveland International Auto Show.
 THE PLAIN DEALER
- Cobalt topped U.S. small-car market**
 Feb. 26, 2006 – Lordstown-built vehicle also a bestseller in Ohio
 THE TRIBUNE-CHRONICLE
- Muscle makes a comeback**
 Feb. 26, 2006 – If the Mustang hadn't been such an over-the-fence hit...around for the Greater Cleveland...
 THE PLAIN DEALER
- Ford focuses on design**
 Feb. 25, 2006 – Concept vehicles at Cleveland auto show display direction
 AKRON BEACON JOURNAL



- Lordstown Cobalt praised from top**
 Feb. 25, 2006 – Chevrolet says it's proud of Lordstown and the Cobalt.
 THE VINDICATOR
- 2007 Chevrolet SUV Pricing**
 Feb. 24, 2006 – Chevrolet announced pricing today on its 2007 Suburban, continuing a pricing strategy that helps...
 THE AUTO CHANNEL
- Autograph signings earn money for departing Ohio State players**
 Feb. 20, 2006 – They will sign autographs for free for two hours.
 ZANESVILLE TIMES REPORTER

"200 mph on a budget," published Thursday, March 2 in The Plain Dealer's second auto show cover and section featured the Chevrolet Corvette Z06 and Dodge Viper SRT-10 on the cover.

- More than a concept**
 Feb. 19, 2006 – Chevrolet will be showing its Camaro concept and Dodge its Challenger concept at the Cleveland...
 THE PLAIN DEALER
- Autograph signings earn money for departing Ohio State players**
 Feb. 19, 2006 – Hawk, Bobby Carpenter and Anthony Schlegel will ...appear as a linebacker trio...
 THE PLAIN DEALER / ASSOCIATED PRESS

Chevrolet and Ford Look to “Knock Out” Competition During Cleveland’s Media Days...

Chevrolet and UAW-GM leadership ramp-up for show

GM Division looks to maintain its sales leadership position in northern Ohio

Chevy announces pricing on the 2007 Chevrolet Suburban

CLEVELAND - More than 60 United Auto Workers-General Motors (UAW-GM) senior staff and shop committee members from GM's Lordstown Complex and Mansfield Metal Center witnessed the fruits of their labor at the 2006 Cleveland Auto Show's press events on Friday, Feb. 24.

The show, which opened to the public on Saturday, Feb. 25, kicked off the spring selling season in northern Ohio. In all, 38 automakers displayed more than 800 new vehicles spread out over 900,000 sq. ft. at the I-X Center.

“The Cleveland Auto Show serves as a front line in the battle for customers,” says Gary S. Adams, GCADA president. “It is a notable consumer show. It’s where consumers will be won and lost.”

New-car and truck sales in a 19-county region of northern Ohio are significant. According to GCADA statistics, sales in the region have accounted for more than 1.4 percent of total U.S. auto sales over several recent years. In 2005, sales of new Chevrolet vehicles in the 19-county region topped all competitors, with Ford Division sales placing second.

In calendar year 2005, the Lordstown Complex, which employs about 6,200 workers, produced 300,994 cars. About 280,000 were Chevrolet Cobalts. GM announced that the 2007 Pontiac G5 will be built in Lordstown. It will be based on the Cobalt.

“The Chevrolet Cobalt is among the industry’s top selling cars,” said John Donahoe, Lordstown plant manager. “We’re excited about the opportunity to build the Pontiac G5 that will launch in June.”

“The tradition and attractions at the Cleveland Auto Show are second to none and our Lordstown Team looks forward to this outstanding showcase of our industry each year,” added officials from UAW Local 1112 and 1714.

GM’s Mansfield Metal Center, which employs about 2,500 workers, manufactures door “inners” and “outers” for the GMC Yukon, Chevy Tahoe, and Cadillac Escalade. The facility also produces the floor pan for the Pontiac G6 and the door inners for the Buick Lucerne along with numerous reinforcements, rails and subassemblies.

“As a stamping plant we take pride in producing quality parts and provide over 200,000 pieces a day to GM assembly plants,” said Mansfield Plant Manager Don Wine. More than 70 percent of the Mansfield plant’s volume is associated with SUV’s and full-size trucks.



Carl Hillenbrand, Chevrolet full-size truck product manager, announces pricing of the 2007 Chevy Suburban during Media Days on Friday, Feb. 24.

During media days at the 2006 show, Chevrolet officials showcased its full-size trucks and E85 flex fuel efforts. In addition, Chevy announced pricing on the 2007 Chevrolet Suburban. Carl Hillenbrand, Chevy full-size truck product manager, discussed Chevrolet’s new products as well as how flexible fuel impacts the lineup. ■

EARNED MEDIA ON BROADCAST TELEVISION

Total Story Count:	179
Total Nielsen Audience:	15,714,871
Total 30 Second Ad Equivalency:	\$89,832
Total Run Time:	3 hours, 30 minutes

WEWS NewsChannel 5 (ABC affiliate) broadcast three hours of Cleveland Auto Show programming. Here’s the breakdown: Auto Show Preview ‘06 (Feb. 19); Auto Show ‘06 (Live show on Feb. 24); Auto Show ‘06 (rebroadcast Feb. 25); and Kaleidoscope (Feb. 26). Total run time was 6.5 hours.

The Akron Beacon Journal published a special auto show section and cover on Friday, Feb. 24.

NEW CUVs, CONCEPTS AND THE MOST POWERFUL PRODUCTION MUSTANG EVER HIGHLIGHT FORD'S MEDIA EVENT

CLEVELAND – Ford Motor Company held a news conference at the 2006 Cleveland Auto Show on Friday, Feb. 24. With media in attendance, the Ford product design and marketing team members provided a local introduction of the 2007 Ford Edge, Expedition, Shelby GT500 and the Lincoln MKX as well as three exciting concept vehicles – the Ford Reflex and Super Chief and Lincoln MKS.

Pat Schiavone, Ford design director and an Akron native, and Jeri Ward, marketing manager of the all-new 2007 Ford Edge crossover, were on hand to address the media.

In addition, The Cleveland Division of Police received the keys to a new 2006 Mercury Mariner Hybrid as part of an award from Ford Motor Company for helping boost consumers' fuel-economy awareness.

The Edge is powered by Ford's new 3.5-liter V6 engine made in Cleveland.



Jeri Ward, Ford Motor Co. marketing manager of the all-new 2007 Ford Edge crossover, talks to a reporter during Media Days on Friday morning, Feb. 24.



AUTOTRADER.COM SPONSORS 2006 AUTO SHOW KICKOFF BREAKFAST



About 1,000 dealers, general managers and sales consultants attended the 2006 Cleveland Auto Show's kickoff breakfast hosted by Chris Berman, ESPN anchor and reporter on Friday morning, Feb. 24.

For more than 27 years, Berman has become one of America's most respected, popular, and in many ways, most beloved sportscasters of his era. With his trademark combination of genuine enthusiasm, knowledge, and wit, he has come to embody ESPN in its dedication to entertaining and informing sports fans across the country.

Chris Berman of ESPN welcomes guests to the auto show's kickoff breakfast on Friday, Feb. 24.



AUTO DEALERS BRIGHTEN WINTER WITH “NIGHT OF LIGHTS” GALA

Auto Show preview benefits three local charities

By Susan Zimmerman, Freelance writer

The seventh annual “Night of Lights” gala, that benefited three local charities, featured lavish hors d’oeuvres, a sumptuous dinner, three silent auctions and a sneak peek at the dazzling cars and hard-working trucks that starred in the 2006 Cleveland Auto Show presented by AutoTrader.com.



Richard Bass, auto show chairman (Bass Chevrolet), and Gary Adams, GCADA president, (l-r) discuss a “Night of Lights” charity preview fundraiser during live coverage of “Auto Show ‘06” on Friday evening, Feb. 24. The program was co-hosted by Mark Johnson of WEWS NewsChannel 5 (ABC).

The black-tie-optional Night of Lights Charity Preview Fundraiser, hosted by the Greater Cleveland Automobile Dealers’ Association, was held Friday, Feb. 24 at the I-X Center. Tickets cost \$250 per person.

Richard M. Bass, Cleveland Auto Show chairman and president of Bass Chevrolet, welcomed the general public to attend Night of Lights.

“We’d like the public to come to this premier event,” Bass said. “The silent auctions were super; the food was phenomenal; the show preview provided a chance to see all the exciting automobiles and concept cars such as the new Chevrolet Camaro; and it’s a benefit for three worthy organizations.”

The March of Dimes, the Epilepsy Association and the Western Reserve Historical Society (and its Crawford Auto-Aviation Museum) benefited.

“The best aspect of this exciting event is that 100 percent of the proceeds go directly to charity. Our generous sponsors – Fifth Third Bank, FirstMerit Bank, Huntington

National Bank and National City Bank – and the auto dealers pick up the tab for all the event expenses,” said Gary S. Adams, president of the Greater Cleveland Automobile Dealers’ Association.



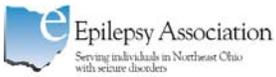
Ed Babcock (Junction Buick Pontiac GMC and Chrysler) highlights the new Chrysler vehicles slated for the Cleveland Auto Show with co-host Stefani Schaefer of WEWS NewsChannel 5 (ABC) on Friday, Feb. 24.

“Over the past six years, our Night of Lights events have raised more than \$1 million for charity, and we raised another \$250,000 this year.”

Each charity organization held its own silent auction. Some auction items included a poster-sized collection of signatures of the “Fifty Greatest NBA Players of All Time”; a framed signature of baseball’s Babe Ruth; and an item autographed by golfer Tiger Woods, to list just a few items.

Bass talked about the event’s partner charity organizations and the natural affinity between the auto museum and auto dealers.

“At the Auto Show, the Crawford Auto-Aviation Museum showcases many Cleveland-made cars, as well as Cleveland’s historic automotive beginnings,” Bass said.



“We support the March of Dimes and the Epilepsy

Association because we’ve seen the benefits their programs provide for individuals with those afflictions.”

The Western Reserve Historical Society and its Crawford Auto-Aviation Museum, at 10825 East Blvd. in Cleveland’s University Circle district, have been partners in Night of Lights since its inception.

CRAWFORD Auto-Aviation MUSEUM

“The support the auto dealers’ organization has given the Crawford Auto-Aviation Museum over the

years has been invaluable,” said Allan Unrein, the museum’s director. “From the space at the auto show itself, which shows the roots of Cleveland’s automotive history, to the way we benefit from the Night of Lights and the auctions, we are truly grateful for the auto dealers’ dedication to the museum.”

Kelley S. Needham is executive director of the Epilepsy Association. It provides support services for individuals with epilepsy, as well as their families.

“We applaud the Greater Cleveland Automobile Dealers’ Association for its outstanding commitment to assisting local charities,” Needham said. “The Night of Lights is a great event, and the funds generated enable us to provide very important services.”



The March of Dimes’ mission is to improve infant health; its mission is

to reduce the number of premature births, lower infant mortality rates and prevent birth defects.

“The opening day of the auto show will see 52 babies born prematurely in Ohio,” said John Ladd, state director of program services for the March of Dimes Ohio Chapter. “(The Night of Lights’) contribution will support our efforts to give these babies a fighting chance.”



Kirt Frye, GCADA chairman (Sunnyside Auto Group) goes “live” with Mark Johnson of WEWS NewsChannel 5 (ABC) on Friday, Feb 24.

GCADA’s Adams commented that auto dealers are good community citizens with roots in local neighborhoods. Dealerships are still owner-operated in an era when many other retail categories have become dominated by national chains.

“Our dealerships do so much in their communities – providing cars for homecoming games and local parades, donating to hospital building funds, school athletic programs, libraries and more,” he said. “The Night of Lights is a big, public way we can help the broader community by helping these three organizations.”

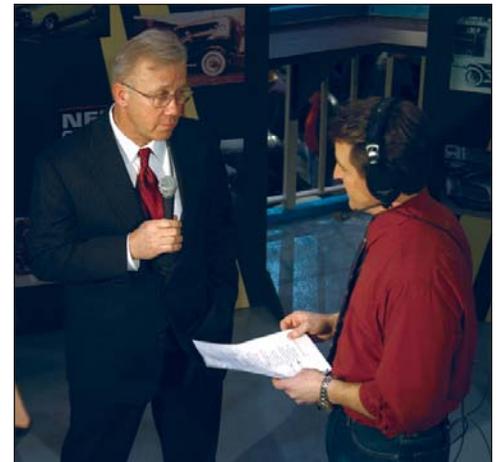
In a separate GCADA charity effort, Harvest for Hunger/Dealership Employee Appreciation Night has netted about 99,000 pounds of food for local food banks over the past six years. GCADA dealership employees and their families will again this year bring nonperishable food items to gain admission for their own sneak preview of the Cleveland Auto Show.



Harvest for Hunger, in its 15th year, is a month-long food and funds drive for local food banks.

“(The auto dealers’ family donation program) brings in 15,000 to 18,000 pounds of food each year,” said Beth Gaglione, Harvest for Hunger campaign director. “Since it started in 2000, that has been the largest single-day, on-site food collection in March.”

The Night of Lights honorary committee included Bass and Adams, as well as Daniel Calloway of the Epilepsy Association board; Marilyn Schneider, a past member of the March of Dimes board; Jim Schoff and David Sunderhaft of the Western Reserve Historical Society board; and Fred Baker, Kirt Frye, Dick Marcellino and Patrick Norris of the Greater Cleveland Automobile Dealers’ Association. ■



Ralph Wilson (Classic Buick Pontiac GMC) discusses the new line of Pontiac vehicles slated for the show during the live, hour-long primetime broadcast from 8 - 9 p.m. on Friday, Feb. 24.

HARVEST FOR HUNGER/DEALERSHIP EMPLOYEE APPRECIATION NIGHT

In addition to the “Night of Lights” fundraiser, Friday night, Feb. 24, also marked the date of the Harvest for Hunger/Dealership Employee Appreciation Night. Over the past six shows, dealership employees and their families have donated 98,936 pounds of nonperishable food items in single-day collections. At the 2006 show, dealership employees and their families donated about 16,000 pounds of food items in less than four hours.

CAMP JEEP CLEVELAND OFFERED FAMILY FUN FOR ALL!



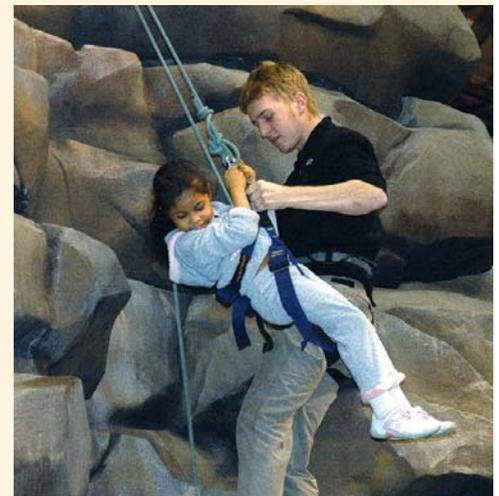
Children in the Jeep "Kidz" Zone listen attentively to instructions before pushing the 'pedal to the metal' at the 2006 Cleveland Auto Show Jeep display.

JEEP SALES UP 10 PERCENT IN MARCH

Camp Jeep® and the Jeep Trail Rated® Test Track ranked as one of the top attractions and things to see and do at the 2006 Cleveland Auto Show. Show visitors were offered a 40,000-sq.-ft., off-road driving course built inside the I-X Center. More than 220 yards (5,700 cubic feet) of dirt and wood chips were used to construct the Trail Rated course.

Attendees had the chance to ride in the 2006 Jeep Commander, Grand Cherokee, Liberty and Wrangler. The Jeep course was comprised of five different surfaces – dirt, rocks, water, wood and asphalt – and included an 18-foot vertical climb on Jeep mountain. Jeep Trail Rated course included water fording, ground clearance, articulation, traction and maneuverability demonstrations.

Jeep "Kidz" Zone featured a mini Jeep course, Tony Hawk Video Games and a climbing wall. Course construction took about four days to complete.



The Jeep rock climbing wall provides an interactive experience for Jeep brand vehicles.

Cleveland Auto Show visitors test drive a Jeep in the 40,000-sq.-ft., off-road driving course built inside the show.

Auto Tech Competition Sparks Interest in High-Tech

Automotive technology students representing high schools and career technical schools throughout northern Ohio “took to the pits” at the 2006 Cleveland Auto Show’s 14th Annual Automotive Technology Competition held on Sunday, Feb. 26.

Members of the top three teams each received prizes and scholarships to continue their postsecondary education. The winning team also earned a spot to compete in the 2006 Greater New York International Auto Show’s national competition in April to challenge 38 other regional champions. (Walter Gron and Jonathan Bolaney of Mentor High School, winners of the 2006 Cleveland Auto Tech Competition, placed fifth in the country at a national competition held during the Greater New York International Auto Show this past April.)

The U.S. Department of Labor estimates the automotive repair industry will need 35,000 skilled automotive technicians each year until 2010. The industry is fighting the “grease monkey” stigma, while attempting to attract career-minded professionals into this ever-changing high-tech and high-paying career opportunity.



The diagnostic duo placed fifth out of 38 teams nationwide at the 2006 Greater New York International Auto Show in April. Pictured (l-r): Jonathan Bolaney, Walter Gron and James Mazzeo, Mentor High School automotive technology instructor.



Jonathan Bolaney and Walter Gron (l-r) from Mentor School compete in the 14th Annual Automotive Technology Competition held Sunday, Feb. 26 during the show.

STUDENTS WHO COMPETED AT THE 2006 CLEVELAND AUTO SHOW

SCHOOL	STUDENTS	INSTRUCTOR
LORAIN COUNTY	Greg Lennart (North Ridgeville)	
JOINT VOCATIONAL SCHOOL	Tim Hammond (Elyria)	Clyde Haefele
POLARIS CAREER CENTER	Aaron Moore (Olmsted Falls)	
	David Schroeder (Brooklyn)	Bob Yuravak
MENTOR HIGH SCHOOL	Walter Gron (Concord)	
	Jonathan Bolaney (Mentor)	James Mazzeo
SENTINEL CAREER CENTER	Jack Weisenburger (Tiffin)	
	Derek Weinandy (Alvada)	Jody Keegan
TRUMBULL CAREER & TECHNICAL CENTER	Jack Nagy (Girard)	
	Kyle Collins (Newton Falls)	David Gillies

“The Automotive Technology Competition is an opportunity to showcase GCADA’s year-round commitment to enhancing the image of this profession, while providing \$30,000 in college scholarships to the top three teams and addressing the auto tech shortage here at home in northern Ohio,” says Gary S. Adams, GCADA president.

Following a rigorous written test of automotive skills, conducted by the Cuyahoga Community College Department of Automotive Technology, the five paired-finalists listed above advanced to test their troubleshooting skills in a hands-on “dealership service bay” at the 2006 Cleveland Auto Show. Vehicles were “bugged” with repairable faults. Students diagnosed, recorded and repaired faults during the timed competition. ■

Army Displays Force at the Auto

The U.S. Army had a strong presence at the 2006 Cleveland Auto Show. In addition to the Army Of One information table manned by recruiters of the Cleveland U.S. Army Recruiting Battalion, displays included the following:

- The Stryker – It's a fast, versatile, and serviceable combat vehicle that is rapidly deployable by a C-130 aircraft. The Stryker enables a soldier to achieve mission success quickly and decisively. (Specifications of the Stryker are – 25' length; 12.5' width; 11' height; and a weight of about 38,000 lbs or 19 tons.)
- The Multiple Exhibit Vehicle – It's aptly named because of its versatility. It's a black and gold painted Humvee that has definite appeal to today's youth. It served as an "In-Stand" display system with graphics as well as providing a DVD presentation complete with Bose speakers.
- The Army Marksmanship Trailer – It's a 28-ft.-long fifth-wheel trailer pulled by a commercial dual rear-wheel driven pickup truck, both adorned with eye-catching Army graphics. Members of the general public tested their skills at the shooting range using specially modified pistols that include several different target scenarios. ■



Auto show visitors get an up close look inside the Army's Stryker.

GENERAL MOTORS ADDS NEW DIMENSION TO OHIO SHOWS

General Motors adds a new dimension to their exhibit at the 2006 Cleveland Auto Show.

Along with their collection of new cars, trucks and concept vehicles, GM created a new auto show kiosk to raise awareness of GM's contributions and commitment to the state of Ohio. The kiosk included a display board that stated key facts about GM's presence in Ohio and a video titled "Driving Ohio Business for 90 Years and Running." The kiosk also included contributions from GM facilities located throughout Ohio.

General Motors is Ohio's largest manufacturing employer and is the 6th largest employer in Ohio, according to Ohio's Department of Development. Currently, GM has about 19,098 employees that work in one of ten GM facilities located in Ohio which includes: Lordstown Assembly (produces the new Chevrolet Cobalt); and Moraine Assembly (produces the Chevrolet Trailblazer, GMC Envoy, and Buick Rainier, GMC Envoy Denali, and Chevrolet Trailblazer SS.) GM also has 77,877 retirees residing in Ohio.

Over the years, GM and their employees and retirees have contributed tens of millions in Ohio tax revenue, as well as supported the many businesses in the communities where they reside. General Motors has also donated millions of dollars in charitable contributions over the years. The state of Ohio currently has 430 General Motor dealerships.

The new kiosk also included: E85 FlexFuel Information, Domestic Parts Content; Plant Information; and Key Points and Initiatives.

MICHAEL ANDRETTI MEETS FANS AT THE CLEVELAND AUTO SHOW



Michael Andretti meets fans and signs autographs from the State Farm Insurance booth on Sunday, Feb. 26. The State Farm Mid-America Zone (Ohio, Kentucky and Tennessee) is a sponsor of the Andretti Green Race Team. Founded in 2002, Andretti Green Racing is the most successful team in the history of the Indy Racing League (IRL) IndyCar Series.

Auto racing is a new advertising venue for State Farm. The Mid-America State Farm sponsorship with Andretti Green Racing allows State Farm to partner with a team that has a tradition of winning.



Cleveland Grand Prix Promotes its 25th Anniversary at the Cleveland

For 25 years, the high-speed, open-wheel cars of Champ Car have thrilled fans at the Grand Prix of Cleveland, a Northeast Ohio tradition that currently has the longest tenure of any temporary racing venue on the Champ Car circuit.

To celebrate the event's 25th anniversary, the Grand Prix of Cleveland presented by U.S. Bank introduced several exciting programs that promised to make the June 25, 2006 race a very memorable one.

For starters, the Grand Prix of Cleveland set up an exhibit featuring the Cleveland Grand Prix Show Car at the 2006 Cleveland Auto Show. Fans received ticket information, met the Grand Prix Girls for autographs, and were timed at the "Pit Stop Challenge." ■

Scott Newell of WKYC Channel 3 News (NBC) interviews Sarah Marie Blanton, Miss Cleveland Grand Prix, during live weekend coverage.

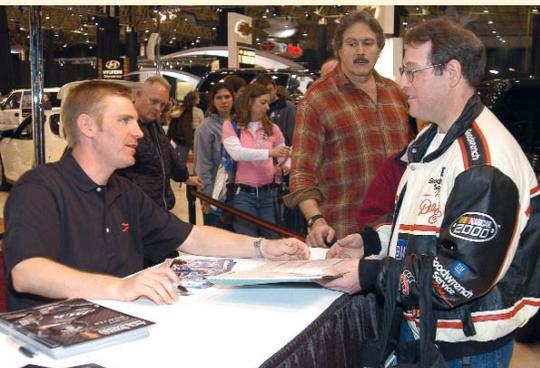
NASCAR DRIVERS FROM FORD, CHEVY, DODGE AND TOYOTA MAKE A STOP AT THE CLEVELAND AUTO SHOW



Jeremy Mayfield (Dodge) signs an autograph for an avid fan during NASCAR Night on Wednesday, March 1.

The roster of NASCAR NEXTEL Cup, Busch and Craftsman Truck Series drivers set new heights at the 2006 Cleveland Auto Show.

The show's NASCAR Night featured NEXTEL Cup Series drivers Jeremy Mayfield (Dodge), Ken Schrader (Ford) and Clint Bowyer (Chevy); 2005 Craftsman Truck Series champion Ted Musgrave (Toyota); and Kevin Lepage (Ford) of the Busch Series in their respective displays for a free autograph signing session on



Clint Bowyer (Chevrolet) meets NASCAR fans at the 2006 Cleveland Auto Show.



Ken Schrader (left) and Kevin Lepage (Ford Racing) make an appearance at the show.



Ted Musgrave (Toyota), 2005 Craftsman Truck Series champion, talks to a fan about Toyota's entry into the NASCAR NEXTEL Cup Series in 2007.

SPORTS CELEBRITY APPEARANCES HELP GAIN MEDIA COVERAGE

A host of professional and collegiate sports celebrities made appearances during the 2006 Cleveland Auto Show. You'll never know who may show up!

- ESPN personality Chris Berman was the featured guest speaker at 2006 Cleveland Auto Show kickoff breakfast on Friday, Feb. 24.
- Michael Andretti signed autographs in the State Farm Insurance booth on Sunday, Feb. 26.
- Cleveland Cavaliers' Night brought to you by your Northern Ohio GMC Dealers welcomed Cleveland Cavaliers' players Eric Snow, Larry Hughes and Donyell Marshall in the GMC display on Tuesday, Feb. 28.
- NASCAR Night featured NEXTEL Cup Series drivers Jeremy Mayfield (Dodge), Ken Schrader (Ford), and Clint Bowyer (Chevy); 2005 Craftsman Truck Series champion Ted Musgrave (Toyota); and Kevin Lepage (Ford) of the Busch Series in their respective displays on Wednesday, March 1.
- TEAM CHEVY welcomed Head Coach Romeo Crennel and quarterback Charlie Frye of the Cleveland Browns in the Chevrolet display on Thursday, March 2.
- Buckeye Nation welcomed The OSU Buckeyes' sensational-trio of linebackers – A.J. Hawk, Bobby Carpenter and Anthony Schlegel to the 2006 Cleveland Auto Show on Friday, March 3.

NEXTEL Cup Series Toyota Camry and Craftsman Tundra displayed in Cleveland

Toyota to compete in NASCAR NEXTEL Cup and

NASCAR and Toyota announced in late January 2006 the manufacturer's plans to expand its NASCAR program by competing in the NASCAR NEXTEL Cup Series and the NASCAR Busch Series starting in 2007, fielding the Toyota Camry model.

The expansion will follow three years of Toyota competing in the NASCAR Craftsman Truck Series, and will result in all three of NASCAR's national series having four manufacturers competing, as Toyota will join Chevrolet, Dodge and Ford. ■



Toyota Motor Sales displays its NEXTEL Cup Series Toyota Camry and Craftsman Truck Series Tundra at the 2006 Cleveland Auto Show.

“TRICKED OUT,” TUNER CAR DISPLAY RETURNS

A modern day example of “hot-rodding”

The 2006 Cleveland Auto Show dedicated more than 4,000 sq. ft. to a tuner car display. The owners of a tuner or “tricked out” vehicle are customizing their cars with high-performance parts, accessories and graphics to better reflect his or her personality and unique style.

Customization includes rims, upgraded exhaust, shift knobs and upgraded stereo systems. Typical tuners are 16 to 30 years old. Retail tuner market sales were valued at \$295 million in 1997, according to Specialty Equipment Market Association (SEMA). Retail market sales reached \$5 billion by 2005.

Dodge Challenger, Chevy Camaro, Ford, Buick and Lincoln Concepts Dazzle Consumers



The Ford Reflex concept draws huge crowds at the 2006 Cleveland Auto Show.

And the concept vehicles slated for the 2006 Cleveland Auto Show presented by AutoTrader.com were no exception!

“Creating concept vehicles is a popular design exercise used by automakers and designers to excite the imagination of auto show goers, enhance brand image, and gauge the public’s reaction to new ideas and designs before becoming a reality,” says Gary S. Adams, GCADA president.

Some of the concepts that drew the most attention at the 2006 show were the Acura RDX (prototype), Buick Enclave, Chevrolet Camaro, Dodge Challenger, Ford Reflex, Ford Super Chief and Lincoln MKS. ■

Some of the most dazzling attractions each year at the world’s greatest auto shows are concept vehicles that push the limits of design, engineering, technology and functionality.



The Chevrolet Camaro concept was a popular attraction at the show.



The Dodge Challenger concept was another big hit with visitors to the Cleveland Auto Show.

FAMILY DAY



Kids 15 & Under Get in

The 2006 Cleveland Auto Show celebrated Family Day on Monday, February 27. All children ages 15 and under were admitted free with their parents.

Eight motorized toy cars – a \$300 value – were given away in hourly drawings from 1-8 p.m.; and a special appearance by Cleveland Indians' mascot, Slider, were among the many highlights. Other special Family Day festivities included *The Plain Dealer* Fun Bunch, which consisted of face painters, magicians and balloon twisters.

Family Day is a unique opportunity for parents and children to visit the many exciting exhibits on display, including a ride on the world's largest indoor Ferris wheel, racing games and food concessions.

CLEVELAND CAVS' NIGHT



Northern Ohio GMC Dealers Welcome Cavs Players to the Show

Eric Snow, Larry Hughes and Donyell Marshall of the Cleveland Cavaliers bounced over to the 2006 Cleveland Auto Show and signed autographs in the GMC display on Tuesday, Feb. 28. Cavs' Night was sponsored by the Northern Ohio GMC Dealers.



Ford Motor Co. partnered with the Cleveland Indians and sponsored the appearance of Len Barker, a former Indians pitcher, on Monday, Feb. 27. Barker pitched a perfect game against the Toronto Blue Jays on May 15, 1981.

Browns Head Coach Romeo Crennel and QB Charlie Frye of Team Chevy Appear at the Auto Show

Crennel and Frye meet with media and fans

By Michael Atkinson, Special to ClevelandBrowns.com



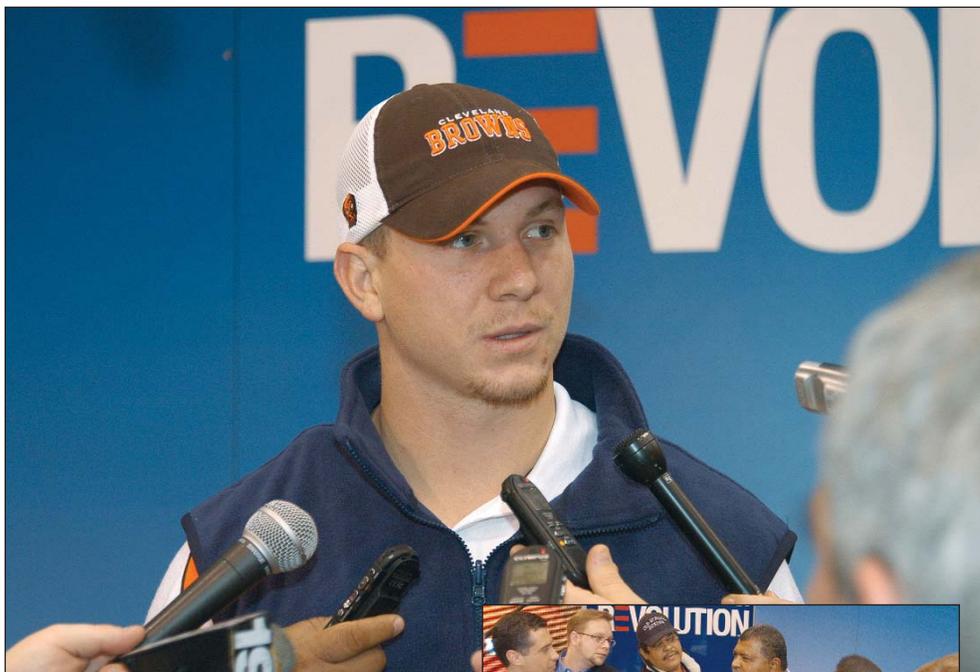
Head Coach of the Cleveland Browns, Romeo Crennel (left), and Charlie Frye, QB, of TEAM CHEVY meet fans and sign autographs on Thursday, March 2.

Concept cars and SUV's weren't the only thing on display at the 2006 Cleveland Auto Show. Head Coach Romeo Crennel and quarterback Charlie Frye stopped by the Chevrolet display Thursday night, March 2, to meet with fans and sign autographs.

Prior to the signing session, members of the media had a chance to ask Coach Crennel about the league's decision to extend the start of free agency until Monday (March 6) at midnight.

"I think it's a good thing they're trying to get (a labor deal) worked out and I know both sides will work diligently to do that," he said. "We would have been in a better position (if free agency began Thursday night), but we feel good about where we are. It might take a couple of guys off the table but that's okay."

Coach Crennel went on to say the Browns have players targeted. "It's just a matter of when and if free agency gets off the ground," he said. ■



Charlie Frye, Browns' QB, answers questions from the media.



John Chandler of WEWS NewsChannel 5 (ABC) prepares for his live shot with TEAM CHEVY from the Chevrolet display.

Romeo Crennel meets the media from the Chevrolet display.

THE OSU'S HAWK, CARPENTER & SCHLEGEL “BLITZ” THE CLEVELAND AUTO SHOW



Ohio State linebackers A. J. Hawk and Bobby Carpenter talk to the media before signing free autographs on Friday, March 3 next to the Chevrolet display.

BUCKEYE NATION COMES OUT IN FULL FORCE

The OSU Buckeyes' sensational linebacker corp. – made up of A. J. Hawk, Bobby Carpenter and Anthony Schlegel – met fans and signed autographs on Friday, March 3.



The Ohio State University Alumni Marching Band Greater Cleveland performs for Buckeye Nation during the autograph signing session.

What Emergency Crews and Consumers Should Know About Hybrid Vehicles and Rescue!

More than 300 first responders from local fire departments and emergency medical technicians (EMT) from northern Ohio's communities learned standard operating procedures on Thursday, March 2, for hybrid vehicles involved in an accident.

The 2006 Cleveland Auto Show hosted a safety conference "Hybrid Vehicles, First Respondents Seminar II," sponsored by the Greater Cleveland Automobile Dealers' Association.

With an ever-growing market and sales of hybrid vehicles, many issues have been raised about how EMT units and first responders – including hybrid owners – should approach an accident involving a hybrid vehicle to avoid potentially harmful electric shocks from high-voltage batteries.

Kenneth Buie, the primary presenter, is program coordinator, Stark State College Automotive Technology. Also presenting was Fred Bertram, department chair Stark State College Fire Science and captain in the Canton Fire Department. ■



Fred Bertram of the Canton Fire Department discusses hybrid vehicle safety issues with local first responders on Thursday, March 2 at the show.



Allegra Bass Sanders (Bass Chevrolet) highlights dealership career opportunities for women during the taping of "Kaleidoscope," a public affairs program that deals with diversity in the marketplace. The show is hosted by Leon Bibb of WEWS NewsChannel 5 (ABC).



Michelle Relerford, a WEWS NewsChannel 5 (ABC) reporter, hosts "Good Morning Cleveland" live during Media Days on Friday morning, Feb. 24.

WRHS' exhibit "Driving 100 Years Ago" Debuts at 2006 Cleveland Auto

It's 2006. We can navigate our vehicles by satellite and start them from a remote. Compare that to the early 1900s when headlights were lit with a match, heaters were foot warmers that burned charcoal and if you were lucky, you didn't break your arm turning the crank to start the car.

"Driving 100 Years Ago" was the theme of the Western Reserve Historical Society's exhibit at this year's Greater Cleveland International Auto Show presented by AutoTrader.com. Six vehicles from the museum's Crawford Auto Collection and volunteers and staff in period costumes told the story of early motoring.

"We showed the trials, tribulations and successes of driving back then. But it's amazing. I can go to a local gas station now with a 100-year-old car, fill up, and drive it without much problem," said Allan Unrein, manager of the Crawford Auto-Aviation Collection. "That shows the ruggedness and mechanical ability of the vehicles. The first cars were really primitive experiments, but by 1902 or 1903, they were actually good driving machines."

According to Unrein, the concept cars and latest models at the Auto Show can trace their roots to the vintage vehicles, which include:

- **1903 Autocar Rear Entrance Tonneau** – The green car was built by the Autocar Co., of Ardmore, Pa., which was in production from 1901-1911. (The company only built trucks after 1911.) The Autocar was the first multi-cylinder shaft drive car in America.
- **1905 Stanley Model E Gentlemen's Speedy Roadster** – This was the most sporty of the "Stanley Steamers," magnificent machines built by New England twin brothers, Francis E. and Freeland O. Stanley. The Steamers were expensive and looked more dangerous than they really were. The gasoline engine did them in.
- **1905 Peerless Model 9 Touring "rol de Belges"** – With its red exterior and white wheels, this is the most valuable (in terms of monetary worth) among the WRHS

Auto Show cars. Unrein calls it "one of the most dramatically engineered cars built in this country and it even has a tachometer on its dashboard."

- **1906 Baker Imperial** – The Baker Motor Vehicle Co. operated in Cleveland from 1899 to 1916. Walter Baker's first electric car had 10 batteries that required recharging after 20 minutes of driving. This improved model was quiet, but still looked very much like a horse carriage.

- **1908 Cadillac Model S Runabout** – The Crawford Collection bought this black car with red wheels in 1938. Except for its first tire change since about 1920, the vehicle has been purposely left mostly untouched. "It's tired, but it still runs," according to Unrein, who believes the car has at least another 25 years of life left.

- **1908 Buick Model 10 Touring** – Show visitors can be photographed seated in the vintage car.

Although auto innovations have come a long way, some things never change, Unrein says. He points to the early-enclosed electric cars that were popular with women as urban social cars.

"Women drove them from the back seat and their friends would sit in the front seat facing backwards so they could talk. There were back seat drivers even then," said Unrein. ■



Staff from the Western Reserve Historical Society dress in period costumes from the early 1900s. The display featured six vehicles from this era.

Automotive Design Symposium Connects Past with Future



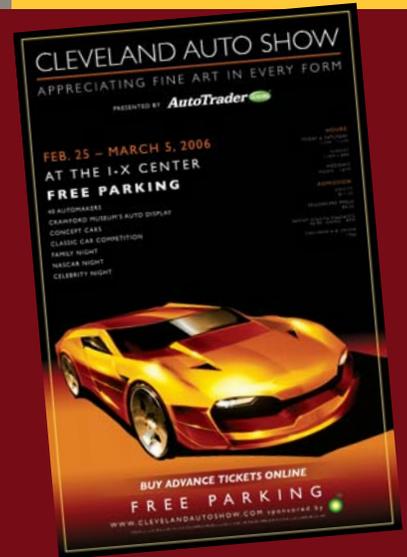
Cleveland Institute of Art graduates (l-r): Irina Zavatski (DaimlerChrysler AG), Phil Zak (General Motors), and Eric Stoddard (Hyundai Kia) host the 4th Annual Automotive Design Symposium on Friday, March 3.

The Cleveland Institute of Art presented the 4th Annual Automotive Design Symposium Entitled “Intersect,” in cooperation with the Greater Cleveland Automobile Dealers’ Association on Friday, March 3. More than 300 people attended the symposium, ranging from current students to high school students and teachers.

The symposium focused on connecting the past and the future of the automotive design industry. The featured speaker was Eric Stoddard, designer at the Hyundai/Kia Design Center in Irvine, CA. Stoddard is a 1998 graduate of the Cleveland Institute of Art. He discussed his role as the senior creative designer of the recently revealed innovative Talus Concept.

Phil Zak '88, General Motors design manager, and Irina Zavatski '01, interior designer 2007 Dodge Rampage Concept, also presented their insights on current design trends in the automotive industry. ■

GCADA AWARDS
SCHOLARSHIPS TO
AUTO SHOW
POSTER DESIGN



The Greater Cleveland Automobile Dealers’ Association awarded \$4,700 in scholarships to The Cleveland Institute of Art students competing in the 2006 Cleveland Auto Show Poster Design Competition.

CIA
THE CLEVELAND
INSTITUTE
OF ART
FOUNDED 1882

Students Kat Hoy and Tristan Murphy won first place for their collaborative effort of the poster and souvenir program cover. Other scholarship prizewinners included Jesse Ruffin, Mike Posani, Michael Munchoff, Tara Sampson and Arte Hong.

Cleveland Resident Wins the 2006 Chevrolet HHR

Jim Mosley, 40, of Cleveland, Ohio, won the 2006 Chevrolet HHR – valued at more than \$20,000 – at the conclusion of 2006 Cleveland Auto Show. The vehicle was delivered by Richard M. Bass, auto show chairman and president of Bass Chevrolet in Warrensville Heights, Ohio.

One finalist was chosen each day over the nine-day show. These nine finalists returned Sunday, March 5 in a winner-takes-all showdown at the I-X Center.

Each finalist drew a key sealed in an envelope. Mosley was the third contestant, in order out of nine, to try his luck at unlocking the driver's side door. Mosley also received \$200 of free gas from the Auto Show & BP. The eight runners-up each received \$100 gas cards.

The HHR resembles a 1949 Chevy Suburban reduced to car size with a cool, retro look. The HHR's interior consists of reconfigurable space and utility. The seats fold flat and the cargo space includes about 63-cubic-feet of cargo volume, plus bins for extra storage. The HHR – front-wheel drive – is an agile driver's car built on a Cobalt platform.

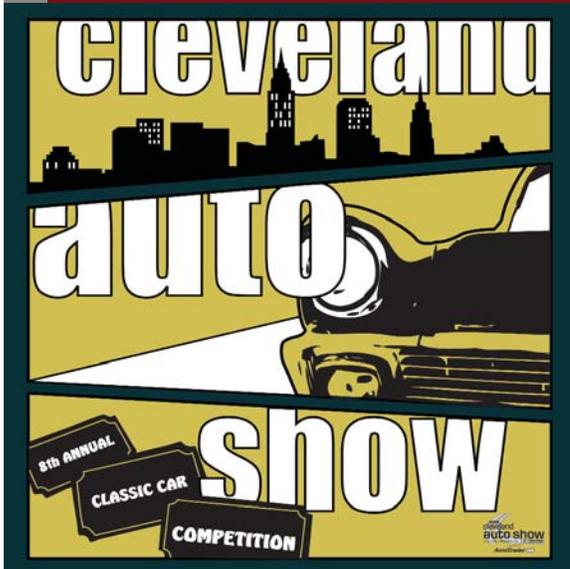


Cleveland-resident Jim Mosley wins a 2006 Chevrolet HHR on Sunday, March 5 at the conclusion of the show.

Phil Zak, HHR designer and a 1988 graduate of the Cleveland Institute of Art, said the “retro-inspired” vehicle will attract both young and old buyers.

“Young buyers will buy the HHR because it’s unique in its appearance and can be customized,” Zak said. “Older buyers, wanting to relive their youth, will appreciate the nostalgia of the HHR.” ■

EXPERIENCE THE CLASSIC CAR SHOW: YOU BE THE “JUDGE”



Judging officials presented awards to the winners of the 8th Annual Classic Car Competition, sponsored by Pennzoil, Inc., on Saturday, March 4.

As an annual event, classic car enthusiasts displayed vintage vehicles from the '20s to the '70s. About 75 classic cars competed in the lower level of the I-X Center.

Awards were presented in 10 categories – Best Antique, Best Classic, Best Muscle, Best Street Machine, Best Rod, Best Custom, Best Truck, Best Corvette, Best Competition/Racing, and “Peoples’ Choice Car of the Show.” A first place prize from Pennzoil – valued at \$1,000 – was awarded to the “Peoples’ Choice Car of the Show.”

The commemorative dash plaque for the 8th Annual Classic Car Competition was designed by Mike Posani, a student from the Cleveland Institute of Art.

The Chrysler Group Promotion Scores Big at the Show

Cleveland Auto Show Produces a Solid Return in Chrysler Group Promotion

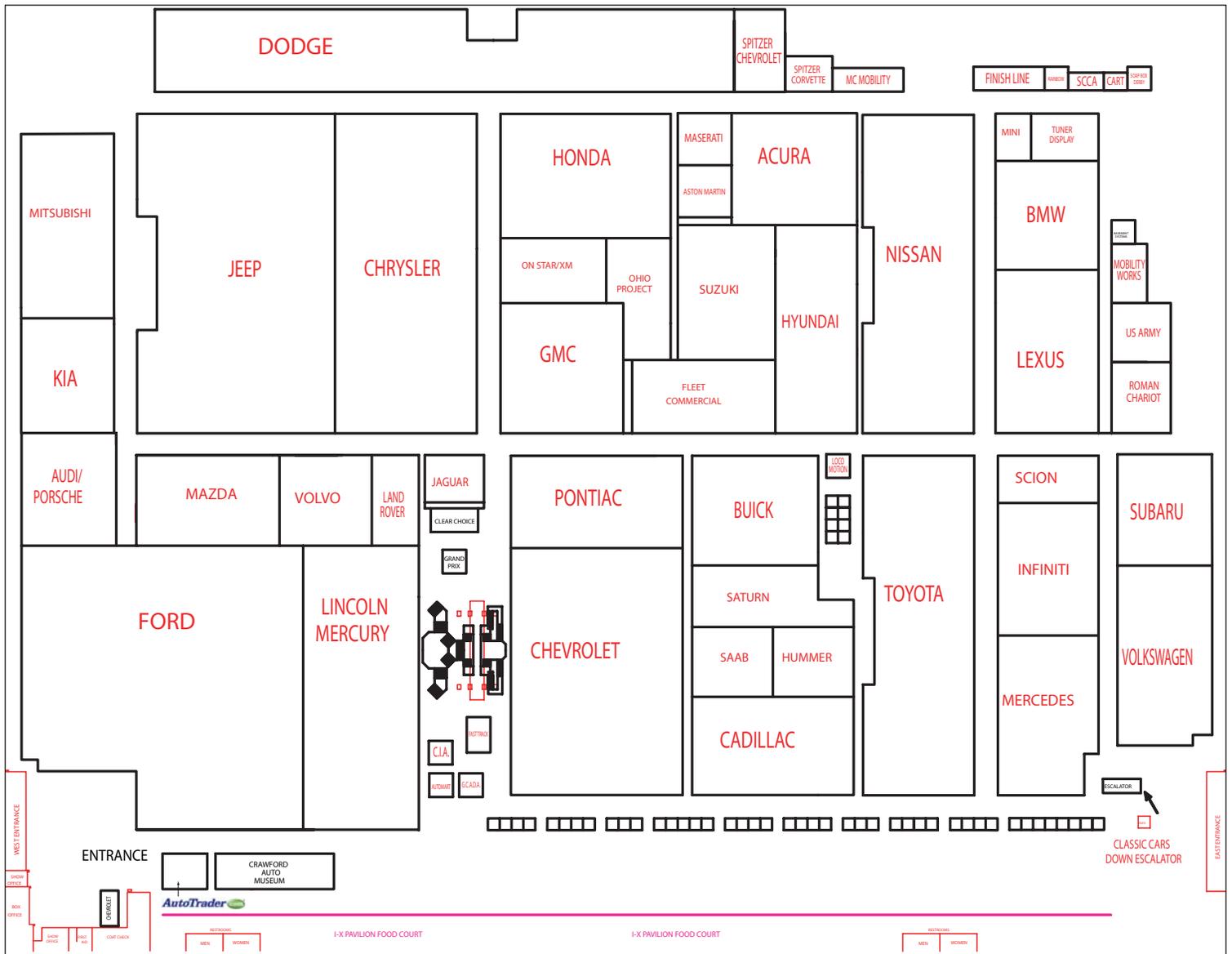
A Dodge, Chrysler and Jeep direct mail program – designed to enhance owner loyalty, generate enthusiasm for new products, increase dealer showroom traffic, and ultimately increase sales – produced a solid about a 30 percent return at the 2006 Cleveland Auto Show.

The Great Lakes Business Center of Daimler Chrysler, which includes Michigan, Ohio, Indiana and Northern Kentucky, along with the Cleveland-area, Dodge and Chrysler-Jeep dealers mailed individual letters with two complimentary tickets to all Chrysler, Jeep and Dodge owner, lessees, and Website, and '800 number' queries within a 50-mile radius of the Cleveland Auto Show's location. The mailing lists were modeled to identify consumers with a high propensity to purchase a new vehicle. ■



PRINT MEDIA

- Associated Press
- Akron Beacon Journal
- Repository (Canton)
- Independent (Massillon)
- Times Reporter (Dover/New Philadelphia)
- The Plain Dealer
- Columbus Dispatch
- Chronicle-Telegram (Elyria)
- Cleveland Jewish News
- Ohio Motorist (AAA)
- Fremont News Messenger
- Port Clinton News Herald
- Bucyrus Telegraph Forum
- Mansfield News Journal
- Marion Star
- Coshocton Tribune
- Newark Advocate
- Zanesville Times Recorder
- Chillicothe Gazette
- Lancaster Eagle Gazette
- Morning Journal (Lorain)
- News-Herald (Willoughby)
- Record-Courier
- Aurora Advocate
- Bedford Times-Register
- Cuyahoga Falls News-Press
- Hudson Hub-Times
- Maple Heights Press
- News Leader
- Stow Sentry
- Tallmadge Express
- Gateway News
- Twinsburg Bulletin
- The Sun
- Sun Herald
- Lakewood Sun Post
- West Side Sun News
- News Sun
- Brooklyn Sun Journal
- Parma Sun Post
- Sun Star/Weekend
- Sun Courier/Weekend
- Brunswick Sun Times
- Medina Sun
- Sun Banner
- Montrose Sun
- West Akron Sun
- Euclid/Sun Scoop Journals
- Sun Messenger
- Sun Press
- Chagrin Herald Sun
- Solon Herald Sun
- West Geauga Sun
- Garfield Maple Sun
- Bedford Sun Banner
- Nordonia Hills Sun
- Twinsburg Sun
- The Banter
- Chagrin Valley Times
- Geauga Times Courier
- Solon Times
- Vindicator (Youngstown)
- NorthernOhioLive
- Free Times
- Scene



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