



2007 EXHIBITOR'S REPORT

# CLEVELAND AUTO SHOW

PRESENTED BY

**AutoTrader**.com

## CLEVELAND: THE FUTURE OF AUTO SHOWS

2008 Auto Show  
Preview Inside!

REPORT ON MEDIA, ATTRACTIONS & EVENTS

clevelandautoshow.com

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# CLEVELAND: THE FUTURE OF AUTO SHOWS

*Indoor & outdoor exhibit space for five ride-and-drives at the same time*

CLEVELAND – Auto shows, they just might be America's other pastime. And there is something about them that has been changing, says Scott Newell, an automotive journalist and WKYC Channel 3 News (NBC) anchor/reporter.

"Just look at the 2007 Cleveland Auto Show," Newell says. "Life experience exhibits are the future of auto shows. And the Cleveland Auto Show can do it better than anybody."

At the 2007 show, held Feb. 24 to March 4, three ride-and-drives were running simultaneously at the massive I-X Center. Auto Show goers had the chance to ride-and-drive at Camp Jeep Cleveland and the Dodge Performance Zone built inside the show; and also get behind the wheel at the Chrysler Inspired Drive Tour built outside the show in the north parking lot.

"The Cleveland Auto Show offers the automakers everything they need to meet the evolving demands of their customers when it comes to marketing new cars and trucks," said Gary S. Adams, president of the Greater Cleveland Automobile Dealers' Association. "While people like to sit in cars, today they need more." "And more is what the Cleveland Auto Show is delivering," Adams adds.

The Cleveland Auto Show's indoor and

outdoor space at the I-X Center is ideal for ride-and-drive programs, concerts and other outdoor events, says Adams. With more than 1 million sq. ft. of exhibit space, including a 900,000 sq. ft. main exhibit hall, the Cleveland Auto Show is held at one of the largest exhibition, convention and meeting centers in the country.

"And new for 2008, there's an additional 200,000 sq. ft. of indoor exhibit space at the Cleveland Auto Show that can be used by automakers and their auto show display companies to set up multiple ride-and-drives, off-road driving courses, or towing demonstrations," says Adams.

The Cleveland Auto Show's main exhibit space features 900,000 sq. ft. of exhibit space with 300,000 sq. ft. of column-free space. Ceiling heights range from a minimum of 55 feet to a maximum of 77-ft. high. With 12 truck loading docks and five drive-in truck doors, heavy or oversized equipment and machinery can easily be moved in, unloaded, and set up for display and demonstrations in all exhibit areas. ■



Gary Adams, GCADA president, (right) records "Auto Show Preview '07," with host Angie Lau of WEWS NewsChannel 5 (ABC). The 30-minute special aired Sunday, Feb. 18.

## CAMP JEEP CLEVELAND (44,500 SQ. FT.)

Show attendees put Jeep models to the ultimate test with a thrilling Jeep Trail Rated riding experience. Camp Jeep Cleveland featured water fording, ground clearance, articulation, traction and maneuverability demonstrations including the famous Jeep Mountain, a 16-ft. vertical climb. More than 220 yards (5,700 cubic feet) of dirt and wood chips were used to construct the course inside the show. Camp Jeep Cleveland also featured a Mini Jeep Kidz Course, an 18-ft. climbing wall, Jeep Gaming Station, and the Jeep Photo Zone. ■





## NEW DODGE PERFORMANCE ZONE (24,700 SQ. FT.)



New to Cleveland at the 2007 show, the Dodge Performance Zone, built inside the show, allowed auto show goers to ride with professional drivers through live demonstrations of slalom, traction, braking and acceleration tests up to 28 mph in a Dodge Magnum SRT8, Dodge Charger SRT8 or Dodge Nitro. ■



Gary Adams, GCADA president, highlights the Chrysler Nassau concept during live coverage on WKYC's (NBC) morning show "Channel 3 News" on Sunday, Feb. 25. The Nassau, a four-door, sports coupe, features two glass roof panels. Its design recalls the classic "shooting brake" of the past. The Nassau signals the next-generation Chrysler 300.

## NEW CHRYSLER INSPIRED DRIVE TOUR (130,000 SQ. FT.)

During weekend of March 2 – 4, 2007, auto show attendees could get behind the wheel of a 2007 Chrysler Aspen, 300 or Sebring for a hands-on experience with Chrysler's stylish designs and unique state-of-the-art innovations including: Electronic Stability Program (ESP), MyGIG™ Infotainment, Stow 'n Go®, Hemi Engines, Rear Park Assist and much more. The driving course was set up outside of the show. Snowy weather conditions during the show only increased consumer participation at the outdoor course. ■



Natalie Pasquarella, WTV 9 (NBC) anchor/reporter (right) interviews Wendy Orthman Chrysler Group, Midwest PR manager, on the 2008 Chrysler Sebring Hardtop Convertible during media days at the 2007 Cleveland Auto Show.

## DATES SET FOR 2008 CLEVELAND AUTO SHOW

The dates of the 2008 Cleveland Auto Show are Feb. 23 to March 2 at the I-X Center, right next to Cleveland Hopkins International Airport in Cleveland, Ohio.

Parking is free throughout the nine-day public show. In addition, the price of paid admission includes a free souvenir program – a \$5 value. If your company is interested in placing a print advertisement in the official show program, contact the Greater Cleveland Automobile Dealers' Association at (440) 746-1500 or toll free at (888) 740-2886.

To purchase advance tickets online, log onto [clevelandautoshow.com](http://clevelandautoshow.com). They make ideal gifts for that special car enthusiast while avoiding long lines at the ticket box office.

The Cleveland Auto Show is produced by the GCADA. For more information about the 2008 Cleveland Auto Show, please contact Angela Andrews at (440) 746-1500; toll free (888) 740-2886; or [angela@gcada.org](mailto:angela@gcada.org). ■





# AutoTrader.com Presents the 2008 Cleveland Auto Show

*Presenting sponsor awards \$25,000 cash to sweepstakes winner*



*AutoTrader.com's interactive exhibit and game show attracts large crowds at the 2007 Cleveland Auto Show.*

AutoTrader.com, the ultimate automotive marketplace, was once again the presenting sponsor of the 2007 Cleveland Auto Show, held Feb. 24 through March 4 at the I-X Center in Cleveland, Ohio. Guests who visited the AutoTrader.com exhibit during the show were invited to participate in an online sweepstakes awarding \$25,000 cash.

AutoTrader.com exhibit visitors also had the chance to test their automotive knowledge and the industry's impact on American pop culture with the new show-stopping favorite the AutoTrader.com MATCH IT! Live Game Show – a fast-paced and interactive matching game, featuring a dazzling 84-sq. ft. big screen display. Select contestants had an opportunity to win up to \$150 during the course of the game.

In addition, AutoTrader.com President and CEO, Chip Perry, helped open the Cleveland Auto Show at the 18th Annual Auto Show Kick-Off Breakfast on Friday, February 23. Perry introduced the keynote speaker, ESPN college basketball-broadcasting icon, Dick Vitale at the invitation-only event.

"The Cleveland Auto Show is one of the nation's longest-running and most prestigious

shows," said Perry. "Our relationship with this show provides us the opportunity to become a part of the show's rich heritage and to introduce car shoppers and the community to the over 80,000 vehicles for sale in the Cleveland area alone on AutoTrader.com."

As the presenting sponsor of the 2007 Cleveland Auto Show, AutoTrader.com received about 25 million gross paid advertising newspaper impressions from Feb. 18 to March 3, 2007. AutoTrader.com gained millions of additional impressions from the show commercial that was placed on cable, broadcast television, special newspaper auto show sections, Clear Channel's Outdoor Digital Network, I-X Center's ExpoTron, official website [clevelandautoshow.com](http://clevelandautoshow.com), official show poster and souvenir program cover. The souvenir program also included an AutoTrader.com print ad and editorial page.

In addition, the Cleveland Auto Show's partnership with BP generated additional impressions for AutoTrader.com. Official Auto Show posters were distributed at 300 BP retail outlets in northern Ohio including POP display ads on gasoline pumps.

AutoTrader.com has seen a 110 percent increase in the number of Cleveland dealers who list their inventory on the site over the past five years. As a result, the site has demonstrated 44 percent growth in vehicle listings in the Cleveland area since 2005, and the number of total searches conducted in Cleveland has increased by 111 percent since 2003. In total, more than 130,000 Cleveland car shoppers visit AutoTrader.com monthly.

## About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 13 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. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. ■



**AutoTrader.com**

# AUTOTRADER.COM SWEEPS THE CLEVELAND AUTO SHOW WITH MATCH IT!

THE AUTOTRADER.COM **MATCH IT!** GAME SHOW PROVIDED EXCITEMENT FOR THOUSANDS OF VISITORS AT THE 2007 CLEVELAND AUTO SHOW. AUTOTRADER.COM PUT CASH AND PRIZES INTO THE HANDS OF HUNDREDS OF AUTO SHOW VISITORS AND SURPRISED ONE LUCKY PERSON WITH \$25,000 IN CASH.



*Contestants win money and prizes at the AutoTrader.com MATCH IT! Game Show.*



That lucky person was Kimiko Kasaback, an 18-year-old student from Ridgeway, PA. Kasaback was randomly chosen from more than 7,500 eligible consumers who entered the \$25,000 sweepstakes during the Cleveland Auto Show.

Kasaback was in the market for the perfect car. Counting down the weeks until high school graduation, she searched on the Internet for the right vehicle to take her to college in the fall. While exploring AutoTrader.com, she found the Cleveland Auto Show Sweepstakes. She took advantage of the opportunity to enter once a day and returned to the site for several days to enter throughout the duration of the four-week contest.

Visitors flocked to the AutoTrader.com MATCH IT! Game Show studio of bright lights, vivid video displays, and high-energy music where they were greeted by the game show's host. Throughout the week, thousands of automotive enthusiasts visited

the studio, participated in the daily game shows, played the online memory-matching game, and entered the \$25,000 sweepstakes. During each live game show, three randomly selected contestants tested their knowledge of pop culture, racing, and automotive trends as they competed for Scene-It DVD games. After winning the trivia round, a contestant advanced to the memory matching round for a chance to win up to \$100. While contestants battled wits on stage, audience members cheered them on.

In addition, audience members played the online matching game and entered the sweepstakes on the interactive kiosks set up in the studio.

This fall, the AutoTrader.com MATCH IT! Game Show studio will tour several consumer auto shows along the west coast. Next spring, AutoTrader.com proudly returns as presenting sponsor of the 2008 Cleveland Auto Show, armed with high-energy, interactive games and tons of great prizes. ■





# BP SPONSORS CLEVELAND AUTO SHOW WEBSITE

Traffic to the official website – [clevelandautoshow.com](http://clevelandautoshow.com) – has continued to grow each year. The website includes show information, how to buy tickets online, news and features, e-news sign up, photo galleries, exhibitor and media sections.



The Amoco Ultimate® Fuel Experience exhibit catches the attention of auto show visitors.

## clevelandautoshow.com



As the official sponsor of the website, BP received about 25 million gross paid advertising newspaper print impressions during the 2007 Cleveland Auto Show's promotional campaign. BP gained millions of additional impressions from the show commercial that was placed on cable, broadcast television, special newspaper show sections, Clear Channel's Outdoor Digital Network, I-X Center's ExpoTron, [clevelandautoshow.com](http://clevelandautoshow.com), the official show poster, souvenir program cover, and program print ad.

### "\$20,000 BP Gasoline Giveaway"



Clear Channel's Outdoor Billboard Digital Network featured the \$20,000 gasoline giveaway in seven Greater Cleveland locations.

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

In addition, a \$500 gas card was given away through a promotion with *The Plain Dealer*. WKYC Channel 3 News (NBC) and WEWS NewsChannel 5 (ABC) both ran on-air broadcast promotions giving away \$2,000 each in free gas to 20 winners over a two-week period.

As a sponsor of football player appearances at The Ohio State Buckeyes' Night, 8" by 10" action football cards with the BP logo were distributed to fans. BP distributed the official Auto Show poster at 300 retail outlets in northern Ohio.

THE PLAIN DEALER



Ralph Rocco, BP commercial sales manager, speaks at the 4th Annual Dealership Managers' Appreciation Night on Thursday, March 1. The event honors dealerships' service, parts, body shop and office managers.

### 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. ■



BP, a cosponsor of The Ohio State Football Night, created football cards that were distributed free Friday, March 2.

## FIVE-YEAR ATTENDANCE LOG

	2007	2006	2005	2004	2003
Friday	60,112	60,165	60,885	61,510	61,491
Saturday	84,401	82,847	85,524	84,388	85,826
Sunday	77,940	80,678	85,507	84,491	84,912
Monday	47,787	45,283	42,898	49,993	48,882
Tuesday	45,956	45,009	39,989	49,112	47,411
Wednesday	58,488	54,764	51,867	56,774	53,614
Thursday	53,998	53,896	59,746	56,379	54,077
Friday	62,283	64,272	64,042	62,111	64,749
Saturday	87,294	86,887	87,683	87,977	87,968
Sunday	70,868	74,380	68,178	68,295	70,571
<b>Total</b>	<b>649,127</b>	<b>648,881</b>	<b>646,319</b>	<b>661,030</b>	<b>659,501</b>

## 2008 KEY CALENDAR DATES

- Media Days Thursday, Feb. 21 & Friday, Feb. 22
- Auto Show Kickoff Breakfast Friday, Feb. 22
- "Night of Lights" Fundraiser & Preview Friday, Feb. 22
- Public Show Opening Saturday, Feb. 23
- Automotive Technology Competition Sunday, Feb. 24
- Automotive Career & Education Day Monday, Feb. 25
- Sports Celebrity Appearances Dates To Be Announced (TBA)
- NASCAR Night Date TBA
- Family Day Date TBA
- Vehicle Safety Conference Thursday, Feb. 28
- Automotive Design Symposium Friday, Feb. 29
- Classic Car Awards Presentation Saturday, March 1
- Car Giveaway Contest Sunday, March 2

For the complete, up-to-date schedule of 2008 events, stay tuned to [clevelandautoshow.com](http://clevelandautoshow.com).



Huge crowds gather at the 2007 Saturn Sky Giveaway booth and Dream Car Photo exhibit, which featured a Ferrari F360, Lamborghini Diablo VT and Ford GT.



### Public Show Dates:

Saturday, Feb. 23 to Sunday, March 2, 2008

### Hours:

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

### Location:

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

### Official Website:

[clevelandautoshow.com](http://clevelandautoshow.com)

### Box Office Prices:

- Adults \$12 (ages 13 and older)
- Seniors \$9.50 (seniors 62 & over, receive a special admission price of \$9 on weekdays from 12-5 p.m.)
- Preteens \$9.50 (ages 7-12)
- Children 6 & under FREE when accompanied by an adult
- Paid admission includes a free souvenir program – a \$5 value.

### Advance Tickets:

Beat the crowds! E-tickets are available online at [clevelandautoshow.com](http://clevelandautoshow.com)

### Free Parking:

Parking is free to all visitors during the nine-day public show.

### Toll Free Information Hotline:

(866) 291-1415

### Show Contact:

Angela Andrews  
Greater Cleveland Automobile  
Dealers' Association

PHONE: (440) 746-1500

TOLL FREE: (888) 740-2886

EMAIL: [angela@gcada.org](mailto:angela@gcada.org)





MEDICAL  
MUTUAL  
OF OHIO®

## SPONSORS FAMILY DAY



Auto Show co-chairs Patrick Norris (left) and Kirt Frye (right) present the Golan family from Brunswick, Ohio with the grand prize – a Disney Cruise. The Family Day giveaway was sponsored by Medical Mutual of Ohio.



Cleveland Cavaliers' mascot Moondog (left) and Cleveland Indians' mascot Slider – never photographed together – help give away prizes during Family Day sponsored by Medical Mutual of Ohio.



The 2007 Cleveland Auto Show celebrated Family Day sponsored by Medical Mutual of Ohio on Wednesday, February 28. All children ages 15 and under were admitted free with a parent.

Families attending the show signed up to win a Disney family cruise package valued at \$3,500. Family Day also featured appearances by Cleveland Indians' mascot, Slider (5-8 p.m.) and Cleveland Cavaliers' mascot Moondog (6-8 p.m.).

### About Medical Mutual

Founded in 1934, Medical Mutual of Ohio is the oldest and largest health insurance company based in Ohio. The company serves its customers through high-quality, affordable group and personal health insurance plans, and third-party administrative services to self-insured group customers. Based in Cleveland, Medical Mutual also has offices in Columbus, Cincinnati, Toledo, Akron, Dayton and Youngstown. For more information, visit the company's award-winning website at [www.MedMutual.com](http://www.MedMutual.com). ■



## AUTOTRADER.COM AND BP PAID PRINT AD IMPRESSIONS (ADS WERE PUBLISHED BETWEEN FEB. 18 AND MARCH 3, 2007.)

PRINT MEDIUMS	CIRCULATION	NET IMPRESSIONS	GROSS IMPRESSIONS	NUMBER OF ADS
<i>Akron Beacon Journal</i>	1,050,000	2,415,000	3,465,000	7
<i>Auto Mart Magazines</i>	200,000	460,000	660,000	4
<i>Cleveland Jewish News</i>	17,000	39,100	56,100	1
<i>The Chronicle-Telegram (Elyria)</i>	210,000	483,000	693,000	7
<i>The Morning Journal (Lorain)</i>	143,000	328,900	471,900	5
<i>The News-Herald (Willoughby)</i>	244,000	561,200	805,200	5
<i>The Plain Dealer</i>	4,446,000	10,225,800	14,671,800	13
<i>The Record-Courier (Ravenna)</i>	52,000	119,600	171,600	2
<i>Record Publishing (10 weeklies)</i>	99,000	227,700	326,700	10
<i>Sun Newspapers (22 weeklies)</i>	271,000	623,300	894,300	1
<i>The Vindicator (Youngstown)</i>	304,000	699,200	1,003,200	4
<i>The Repository (Canton)</i>	192,000	441,600	633,600	3
<i>The Independent (Massillon)</i>	37,000	85,100	122,100	3
<i>The Times-Reporter (New Philadelphia)</i>	69,000	158,700	227,700	3
<i>Fremont News Messenger</i>	13,000	29,900	42,900	1
<i>Port Clinton News Herald</i>	5,750	13,225	18,975	1
<i>Bucyrus Telegraph Forum</i>	7,000	16,100	23,100	1
<i>Mansfield News Journal</i>	41,000	94,300	135,300	1
<i>Marion Star</i>	13,800	31,740	45,540	1
<i>Coshocton Tribune</i>	7,200	16,560	23,760	1
<i>Newark Advocate</i>	22,500	51,750	74,250	1
<i>Zanesville Times Recorder</i>	20,150	46,345	66,495	1
<i>Chillicothe Gazette</i>	15,500	35,650	51,150	1
<i>Lancaster Eagle Gazette</i>	14,000	32,200	46,200	1
<i>The Banter</i>	7,200	16,560	23,760	1
<i>Chagrin Valley Times</i>	16,700	38,410	55,110	1
<i>Geauga Times Courier</i>	13,000	29,900	42,900	1
<i>Solon Times</i>	5,000	11,500	16,500	1
<b>TOTALS</b>	<b>7,535,800</b>	<b>17,332,340</b>	<b>24,868,140</b>	<b>82</b>

## THE CLEVELAND AUTO SHOW'S FACILITY OVERVIEW

The Cleveland Auto Show is held each year at the International Exposition Center (I-X Center) in Cleveland, Ohio. The I-X Center was renovated in 1985 to a world-class exposition center, providing exceptional services and features for consumer and trade shows. Located one mile south of Cleveland Hopkins International Airport, the Cleveland Auto Show is held at one of the largest convention centers in the world.

Providing more than one million sq. ft. of contiguous exhibition and conference space, including a 900,000 sq. ft. main exhibit hall on one level, the Cleveland Auto Show offers the unique ability to accommodate multiple events, press conferences, and up to five indoor/outdoor ride-and-drives simultaneously. The annual Classic Car Show & Competition is held in about 100,000 sq. ft. of exhibit space in the lower level.

The Cleveland Auto Show is produced by the Greater Cleveland Automobile Dealers' Association, which represents 265 franchised motor vehicle dealerships in northern Ohio. For more information, contact Angela Andrews at (440) 746-1500; toll free (888) 740-2886; or [angela@gcada.org](mailto:angela@gcada.org). ■

## The Cleveland Auto Show's Unique Features at the I-X Center

- More than one million sq. ft. of contiguous exhibition and conference space.
- 300,000 sq. ft. of column-free space with ceiling heights ranging from a minimum of 55 ft. to a maximum of 77 ft. providing easy move in for heavy and oversized equipment.
- Newly renovated 85,000 sq. ft. carpeted Conference Center with 26 meeting rooms.
- Renovated 16,000 sq. ft. ballroom used for receptions or any pre-function activities, seating up to 800 banquet style and up to 1,000 theatre style.
- Full in-house catering, including banquet and concession services.
- Comprehensive contractor services, including decorating, material handling, exhibitor services, and utilities.
- Wide bandwidth, high-speed Internet service available throughout the facility.
- Convenient on-site labor union, reducing exhibitors' costs.
- Conveniently located only one mile south of Cleveland Hopkins International Airport.
- On-site parking for 7,000 vehicles, with 24-hour security surveillance.
- Secured on-site truck marshalling area and extensive crate storage.
- The World's Largest Indoor Ferris Wheel, spinning 125 ft. – soaring 35 ft. through the roof in a glass atrium.
- Spectacular outdoor ExpoTron video display – towering 60 ft. in the air with dual-sided screens 47 ft. wide by 40 ft. tall.



## ENTER TO WIN IN THE "\$20,000 BP GASOLINE GIVEAWAY!"



The 2007 Cleveland Auto Show & BP were looking to fill your gas tank and then some! The Auto Show & BP gave away \$20,000 in free gas throughout the nine-day show. Contestants signed up at the "\$20,000 Gasoline Giveaway" BP booth and filled out an entry form for a chance to win \$250 worth of free gasoline.

The Cleveland Auto Show offered visitors a chance to win \$250 of BP gasoline each day of the show. ■

## Harvest for Hunger/ Dealership Employee Appreciation Night

In addition to the "Night of Lights" fundraiser, held Friday night, February 23, the date also marked the Harvest for Hunger/Dealership Employee Appreciation Night. Over the past seven shows, dealership employees and their families have donated about 112,000 pounds of food items in single-day collections. At the 2007 Cleveland Auto Show, dealership employees and their families donated 13,200 pounds of food in less than four hours. ■



Subaru of America's driving simulator raised more than \$1,500 for the Harvest for Hunger campaign.

## CLEVELAND: ONE OF THE TOP U.S. CONSUMER AUTO SHOWS

*Ticket prices include free parking & souvenir program*

For consumers shopping for a new-car, truck, SUV, CUV, wagon, sports car, minivan, conversion van or hybrid, the 2007 Cleveland Auto Show featured more than 800 production vehicles in state-of-the-art exhibits.



General Motors unveiled the Chevrolet Camaro Convertible concept during the 2007 auto show season after enticing crowds with the Camaro concept. GM will produce the car in 2009.

"Auto shows put consumers in touch with new cars and trucks like no other marketing medium," said Gary S. Adams, GCADA president. "And as far as offering consumers interactive displays and ride-and-drives, there's no other show in the country that can do it better than the Cleveland Auto Show's I-X Center."

### Camp Jeep Cleveland



The recent success of Camp Jeep Cleveland – built in 44,500 sq. ft. inside the show – allowed consumers to experience the ultimate test drive during a thrilling Jeep Trail Rated riding experience. Camp Jeep Cleveland featured water fording, ground clearance, articulation, traction and maneuverability demonstrations including the Jeep Mountain, a 16-ft. vertical climb.

### New Dodge Performance Zone

New to Cleveland at the 2007 show, the Dodge Performance Zone – built in 24,700 sq. ft. inside the show – auto show goers rode with professional drivers through live demonstrations of slalom, traction, braking and acceleration tests up to 28 mph in a Dodge Magnum SRT8, Dodge Charger SRT8 or Dodge Nitro.





*The Chevrolet Volt concept from General Motors is the first plug-in hybrid from a major automaker. The Volt uses a large battery and a 1-liter, turbo-gasoline, flex-fuel engine that can travel up to 640 miles.*

### **New Chrysler Inspired Drive Tour**

#### ***Bad weather...no problem***

The new Chrysler Inspired Drive Tour – built outside the show in 130,000 sq. ft. – allowed show attendees to get behind the wheel of a 2007 Chrysler Aspen, 300 and Sebring for a hands-on experience with Chrysler's stylish, new cars and trucks.

"There are no traffic lights and no police," said Gary S. Adams, GCADA president.

"Consumers can test drive vehicles outdoors during the show in good or bad weather. If it snows, consumers can test drive the vehicles in real weather conditions at the show."

### **Worldwide Concepts Slated for Cleveland**

In addition, the 2007 Cleveland Auto Show offered visitors a firsthand glimpse of several worldwide concept vehicles, like the Chrysler Nassau, Chevrolet Camaro Convertible and Volt; Ford Airstream and Interceptor, Jeep Trailhawk and Lincoln MKR; including dozens of 2008 production vehicles before arriving in dealer showrooms.

### **Free Parking...Win a Saturn Sky Roadster and Free Gasoline**

And auto show goers had a chance to register to win a 2007 Saturn Sky roadster,

compliments of the Greater Cleveland Automobile Dealers' Association (GCADA). The Cleveland Auto Show and BP also gave away \$20,000 worth of free gasoline to multiple winners. A Disney Family Cruise was given away on Family Day sponsored by Medical Mutual of Ohio, held Monday, February 26. On Family Day, children 15 and under were admitted free with their parents. The hefty parking tab – paid by the GCADA – was provided free to all visitors throughout the nine-day show.

### **Professional Sports Celebrity Appearances**

There were several celebrity sightings during the 2007 Cleveland Auto Show. Area car enthusiasts and sports fans met their favorite players and coaches – from the Cleveland Cavaliers sponsored by the Northern Ohio GMC Dealers; NASCAR Nextel Cup and Craftsman Truck Series drivers sponsored by their racing teams from Ford, Chevrolet, Dodge and Toyota; Cleveland Browns' appearances sponsored by "Team Chevy;" stars from The Ohio State Football team sponsored by the Northern Ohio Pontiac Dealers and BP; past Cleveland Indians' greats; and a Cleveland Cavaliers' great met fans in the Toyota display – during "free" autograph signing sessions. ■

## About the 2007 Cleveland Auto Show

The 2007 Cleveland Auto Show presented by AutoTrader.com was held Feb. 24 – March 4, 2007 at the I-X Center in Cleveland, Ohio. Parking – paid for by the Greater Cleveland Automobile Dealers' Association – was provided free to all visitors! The annual show featured 1,000 new vehicles, concepts and classics. The show is owned and produced by the GCADA, which represents 265 franchised motor vehicle dealerships in northern Ohio. Paid ticket holders also received a free souvenir program – a \$5 value. The official website is [clevelandautoshow.com](http://clevelandautoshow.com). ■

### ***The Cleveland Auto Show's services at the I-X Center include:***

- Decorating – carpeting, drape, booth furniture and custom orders
- Utilities – electrical, compressed air, water and drain and telecommunications
- Material Handling – freight receiving and storage, delivery to booth, empty crate storage and rigging
- Internet Service – in-booth shared T1
- Custom Displays – custom design and full-color graphics
- Labor – booth setup and dismantling, overhead banner hanging, equipment/machinery placement and exhibit cleaning
- Sign Shop – signs, banners and full-color, photo-quality custom graphics
- Catering – in-booth food and beverage service and catered meals
- CAD Services – accurate CAD drawings on paper or electronic format
- ExpoTron – spectacular outdoor LED video display with dual-sided screens each spanning 47 ft. wide by 40 ft. tall

## **Attention Exhibitors**

Carpeting, vacuuming, move-in and move-out drayage are all included in your 2008 Cleveland Auto Show rental rate.





## The Cleveland Auto Show Delivers Results

### Promotional plan increases attendance and boosts sales

### *Northern Ohio accounts for 1.3 percent of total U.S. sales*

The Cleveland Auto Show is considered one the top U.S. consumer automotive expositions. It's truly one of the best venues for consumers to shop, kick the tires, slam the doors, and check under the hood of all the latest vehicles slated for dealer showrooms. As an added incentive to attract visitors, parking – paid by the Greater Cleveland Automobile Dealers' Association – was provided free to all visitors throughout the show.

New-car and truck buyers in a 19-county region of northern Ohio accounted for 1.3 percent of total U.S. light vehicle sales in 2006. In the region, 217,000 passenger cars and light trucks were purchased or leased in 2006.

Nationwide, 16.5 million new vehicles were sold in 2006, according to NADA DATA 2007, *Economic Impact of America's New-Car and New-Truck Dealers*. Is there a better venue than an auto show to compare all the new

makes and models? The 2007 Cleveland Auto Show featured state-of-the-art displays from 38 automakers worldwide in 900,000 sq. ft. of exhibit space on one level at the I-X Center. In all, about 1,000 new vehicles, concepts, classics, tuners, and conversions, including many special attractions and sports celebrity appearances entertained visitors.

"As one of the top regional automotive expositions in the country, the Cleveland Auto Show has a tremendous impact on

new car and truck sales in northern Ohio," says Gary S. Adams, GCADA president. "Seventeen automotive brands posted sales increases from January to April 2007 in a 19-county region of northern Ohio." Attendance at the 2007 Cleveland Auto Show increased slightly from the previous year. More than 649,000 visitors attended the show over a 10-day period. More important, 12 brands posted sales increases in March 2007; and 20 brands posted sales increases in April 2007. ■



The 2007 Saturn Sky roadster giveaway draws huge crowds on Sunday, March 4. It was the final day to signup to win the roadster.





## The Cleveland Auto Show Ignites Sales in Northern Ohio

Auto shows introduce consumers to new cars and trucks like no other marketing medium can. And the Cleveland Auto Show held at the massive I-X Center is no exception.

"The Cleveland Auto Show has ascended to a position of greater importance in the show circuit. While consumers like to sit in new vehicles, today they are demanding more," Adams says. "And more is what the Cleveland Auto Show is offering. Automakers and their display companies can build up to five ride-and-drives all at the same time right next to their competition."

The Cleveland Auto Show, held at the I-X Center, is not landlocked either. "New for 2008, there's more indoor and outdoor exhibit space available to automakers to stay one step ahead of the competition," Adams adds. "The end result is improved new car and truck sales. You'll see the sales curves go up."

**12 brands up in March 2007;  
20 brands up in April 2007**

In the month of March 2007 alone, more than 20,100 new cars and trucks were purchased or leased in a 19-county region of northern Ohio with 12 automotive brands

posting sales increases. They included: Audi, BMW, Honda, Hyundai, Kia, Lincoln, Mazda, Mitsubishi, Porsche, Saturn, Subaru and Toyota.

The 2007 Cleveland Auto Show was held February 24 to March 4. Led by hefty auto show rebates and incentives coupled to new products, area dealers reported increased consumer traffic in their dealer showrooms and brisk new vehicle sales.

**The following month in April 2007, new-car and truck sales in the region were up 11 percent, outpacing national sales figures. Twenty brands posted sales increases. They included: Buick, Cadillac, Chevrolet, Ford, GMC, Honda, Hyundai, Infiniti, Kia, Lexus, Lincoln, Mazda, Mercedes-Benz, Mitsubishi, Pontiac, Saab, Saturn, Subaru, Suzuki and Toyota.**

**17 brands up year-to-date  
January – April 2007**

Overall, (at the time of this report) 17 automotive brands posted sales increases through the first four months of 2007 in a 19-county region of northern Ohio. The brands included: Acura, Audi, Cadillac, GMC, Honda, Infiniti, Kia, Lexus, Lincoln, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Saab, Saturn, Subaru and Toyota.

### NEW CAR & TRUCK SALES IN NORTHERN OHIO MARCH 2007

MAKE	YTD APRIL 2007	YTD APRIL 2006	YTD % CHANGE
AUDI	99	94	5.3
BMW	199	187	6.4
CADILLAC	263	263	0.0
HONDA	1650	1584	4.2
HYUNDAI	644	608	5.9
KIA	423	244	73.4
LINCOLN	223	179	24.6
MAZDA	547	430	27.2
MITSUBISHI	233	201	15.9
PORSCHE	33	28	17.9
SATURN	522	411	27.0
SUBARU	170	142	19.7
TOYOTA	2215	1932	14.7

### NEW CAR & TRUCK SALES IN NORTHERN OHIO APRIL 2007

MAKE	YTD APRIL 2007	YTD APRIL 2006	YTD % CHANGE
BUICK	455	437	4.1
CADILLAC	243	223	9.0
CHEVROLET	2974	2718	9.4
FORD	2860	2812	1.7
GMC	480	343	40.0
HONDA	2032	1538	32.1
HYUNDAI	561	498	12.7
INFINITI	87	58	50.0
KIA	422	241	75.1
LAND ROVER	35	35	0.0
LEXUS	280	254	10.2
LINCOLN	222	135	64.4
MAZDA	417	296	40.9
MERCEDES-BENZ	237	180	31.7
MITSUBISHI	248	181	37.0
PONTIAC	719	510	41.0
SAAB	66	56	17.9
SATURN	482	256	88.3
SUBARU	169	149	13.4
SUZUKI	64	50	28.0
TOYOTA	1818	1569	15.9
SAAB	232	210	10.5
SATURN	1610	1124	43.2
SUBARU	567	521	8.8
TOYOTA	6671	5948	12.2

# 2007 Cleveland Auto Show Opens to Record Crowds

*Ticket prices include free parking & souvenir program*

If you're shopping for a new-car, truck, SUV, CUV, conversion van or hybrid, the 2007 Cleveland Auto Show presented by AutoTrader.com featured more than 1,000 dazzling new vehicles, concepts and classics in state-of-the-art exhibits. The 2007 Cleveland Auto Show opened Saturday, Feb. 24 and ran through Sunday, March 4 at the I-X Center in Cleveland, Ohio. Parking was free throughout the nine-day show.

Visitors caught a firsthand glimpse of the latest worldwide concept vehicles, like the Chevrolet Camaro Convertible and Volt; Chrysler Nassau; Ford Interceptor and Airstream, Lincoln MKR and Jeep Trailhawk to name just a few, including never-before-seen 2008 production vehicles before they arrive in dealer showrooms later in the year. ■

## NEW CAR & TRUCK SALES IN NORTHERN OHIO JANUARY – APRIL 2007

MAKE	YTD APRIL 2007	YTD APRIL 2006	YTD % CHANGE
ACURA	615	612	0.5
AUDI	403	333	21.0
CADILLAC	907	881	3.0
GMC	1704	1618	5.3
HONDA	6448	5656	14.0
INFINITI	242	198	22.2
KIA	1642	1017	61.5
LEXUS	1032	1027	0.5
LINCOLN	725	518	40.0
MAZDA	1493	1118	33.5
MERCEDES-BENZ	689	671	2.7
MITSUBISHI	889	578	53.8
NISSAN	2234	2176	2.7

## TOP-TEN BRANDS IN NORTHERN OHIO JANUARY – APRIL 2007

MAKE	JAN – APRIL 2007
CHEVROLET	10945
FORD	10182
TOYOTA	6671
HONDA	6448
DODGE	3465
CHRYSLER	2895
JEEP	2412
PONTIAC	2412
NISSAN	2234
BUICK	1864

"New vehicle shoppers at the 2007 Cleveland Auto Show were introduced to dozens of 2008 models, so we expect sales to remain brisk throughout the year in northern Ohio," said Gary S. Adams, GCADA president. "Auto shows offer consumers competing brands and choices, including a growing demand for more hybrids, clean diesels and flex fuel (E85) vehicles."

Crossover utility vehicles (CUV), like the 2008 Buick Enclave and 2008 Nissan Rogue, continue to be a popular segment in the marketplace. High-performance, sports cars like the 2008 Audi R8 and 2008 Dodge Viper SRT10; and the 2008 Chrysler Town & Country and Dodge Grand Caravan minivans all arrive in dealer showrooms later in the year.

New 2008 offerings from General Motors included the Chevrolet Malibu, Pontiac G8, G6 GXP and Torrent GXP models. Other 2008 models on display at the 2007 Cleveland Auto Show included: the Audi TT Coupe and TT Roadster; Cadillac CTS; Chrysler Sebring Convertible Hardtop; Ford Escape Hybrid, Focus and Taurus; Dodge Avenger and Dakota; Mercury Sable; Mitsubishi Lancer; Nissan Armada, Pathfinder and Titan; Saturn Astra XR and Vue Green Line. ■

*The Lincoln MKR concept, a four-door coupe, features an environmentally friendly interior with recycled wood and fuel-saving technology with an E85 engine.*



Larry Nance, a three-time NBA All-Star, signs autographs in the Toyota display on Saturday, Feb. 24. Nance had his jersey #22 retired by the Cleveland Cavaliers in 1995.





# Rainbow Babies & Children's Hospital Celebrates Changes to Ohio's Child Passenger Safety Law

## Highlights Lives that Could Have Been Saved

A press conference held Thursday, February 22 at the 2007 Cleveland Auto Show highlighted the recent changes in Ohio's child passenger safety law and what its means for parents and motorists.



Sgt. Odis Rogers from the Olmsted Falls Police Department discusses changes in Ohio law during press events on Thursday, Feb. 22 at the 2007 Cleveland Auto Show.

Kathryn Wesolowski, injury prevention program manager at Rainbow Babies & Children's Hospital, began a campaign last year to recognize and save the "forgotten children," those riding in the back seat of cars, trucks and SUVs. A push by Wesolowski and her group led to the passage of a new Ohio restraint law requiring children ages four to 15 to wear a seat-belt restraint if they sit in the back of a vehicle.

Motor vehicle crashes are the leading killer of children over the age of one. According to the National Highway Traffic Safety Administration, 1,800 children between five and 14 are killed in car crashes annually, making them the leading cause of death for the age group.

The hospital and Wesolowski are now pushing for the use of booster seats. "We see this as a first step," she said. "We're not going to give up. We're trying to get the word out there about the use of booster seats for those kids. Everyone should be buckling up their children."

The event included a visual illustration of the young lives lost on Ohio's roadways through

nonuse of restraints or use of restraint methods inappropriate for a child's age and weight.

Speakers included: Sgt. Odis Rogers, Olmsted Falls Police Department; Susan Connor, Ph.D., research manager of the Rainbow Babies & Children's Hospital Injury Prevention Center; and Gary S. Adams, president of the Greater Cleveland Automobile Dealers' Association.

Adams discussed how new car dealers are taking the lead in child passenger safety. Topic: "Parents will do the right thing if they have the right information. Unfortunately, many parents do not have the right information when it comes to child safety seats."

"Dealerships that provide child-seat inspections throughout the country are finding out that many parents unknowingly install their child's safety seats incorrectly," said Gary S. Adams, GCADA president. "As part of this safety conference, we will continue to be a valuable safety resource for families in our communities."

"From hosting child passenger safety seat events to helping families obtain the correct information about new features in vehicle safety, dealers are committed to providing the resources families need to protect their children on the road," Adams concluded. ■



## Celebrity Appearances Add to Show Excitement!

- Dick Vitale, ESPN personality, was the keynote speaker at the Auto Show Kickoff Breakfast on Friday, Feb. 23. AutoTrader.com sponsored the event.
- Larry Nance, a three-time NBA All-Star, signed autographs in the Toyota display on Saturday, Feb. 24. Nance had his jersey #22 retired by the Cleveland Cavaliers in 1995. He is currently a drag racer in the International Hot Rod Association, mainly in the Pro Stock series.
- Cleveland Cavaliers' Drew Gooden, Larry Hughes, Anderson Varejao and Shannon Brown signed autographs in the GMC display; and Cavs' Head Coach Mike Brown signed autographs on Monday, Feb. 26.
- NASCAR Night featured Elliott Sadler (Dodge); Matt Kenseth and Todd Kluever (Ford); Ron Hornaday (Chevrolet); and Mike Skinner (Toyota) for autographs on Tuesday, Feb. 27.
- Celebrity chef Michael Symon signed autographs and presented a cooking demonstration in the Buick display on Wednesday, Feb. 28.
- Cleveland Indians' mascot, Slider and Cleveland Cavaliers' mascot, Moondog greeted fans during Family Day at the Auto Show on Wednesday, Feb. 28.
- TEAM CHEVY welcomed Head Coach Romeo Crennel and Joe Jurevicius, WR, from the Cleveland Browns to sign autographs in the Chevrolet display on Thursday, March 1.
- Future NFL stars Ted Ginn, Jr., Anthony Gonzalez and Antonio Pittman from The Ohio State Football team signed autographs in the Pontiac display on Friday, March 2. The event was co-sponsored by BP.
- Past Cleveland Indians' greats Len Barker and Joe Charboneau signed autographs and met fans in the Ford display on Sunday, Feb. 25 and Sunday, March 4.

## AutoTrader.com Sponsors the 18th Annual Cleveland Auto Show Kickoff Breakfast

About 1,000 dealer principals, general managers and sales consultants attended the 2007 Cleveland Auto Show Kickoff Breakfast sponsored by AutoTrader.com with keynote speaker Dick Vitale, ESPN's college basketball-broadcasting icon, on Friday morning, February 23.

Dick Vitale, college basketball's top analyst and ambassador, joined ESPN during the 1979-80 season – just after the network's September 1979 launch – following a successful college and pro coaching career. Vitale called ESPN's first-ever NCAA basketball game – Wisconsin at DePaul on Dec. 5, 1979. Since then, he's called more than a thousand games, including NBA contests for ESPN.

His thorough knowledge of the game is brought forth in an enthusiastic, passionate, sometimes controversial but never boring style. In February 2004, Vitale was named a finalist for induction into the Naismith Memorial Basketball Hall of Fame as a contributor. ■

**AutoTrader.com**

*Chip Perry, president and chief executive officer of AutoTrader.com, welcomes guests to the 2007 Cleveland Auto Show Kickoff Breakfast on Friday, Feb. 23.*



*Dick Vitale was the featured speaker at the 2007 Cleveland Auto Show Kickoff Breakfast sponsored by AutoTrader.com. Vitale, a college basketball analyst, joined ESPN during the 1979-80 season. He recently extended his contract with ESPN through 2013.*



# GENERAL MOTORS

## HIGHLIGHTS CADILLAC AT THE CLEVELAND AUTO SHOW



Cadillac previewed the new 2008 CTS and provided an update on its historic renaissance at the 2007 Cleveland Auto Show on Friday, February 23.

Cadillac is in the midst of a historic resurgence, powered by a completely revised product portfolio. One of the most dramatic new cars on display at the Cleveland Auto Show, the 2008 Cadillac CTS, displayed concept car technology on a real car hitting the streets this summer.

The Cleveland Auto Show marks only the third auto show in the world in which the new CTS was displayed.

GM Lordstown Complex plant and union officials, which included John Donahoe, GM Lordstown Complex plant manager; Jim Graham, UAW Local 1112 president; and Dave Green, UAW Local 1714 president, also attended the General Motors' media event.

More than 232,000 Chevrolet Cobalts and 45,000 Pontiacs were produced at the facility in calendar year 2006.

"We're proud to be associated with the Cleveland Auto Show," Donahoe said. "It's a great place to showcase our GM Lordstown Complex built cars and entire GM line."

"Our 4,200 employees are proud to be part of it," Donahoe added. "The show has achieved world-class status and recognition. We consider it a must-see event in Northeast Ohio."

GM also featured several concepts and production vehicles at the 2007 Cleveland Auto Show that created a buzz during the auto show season. They include the second-generation 2008 Cadillac CTS; the 2008 Saturn Vue and 2008 Saturn Astra; the Chevrolet Camaro Convertible and Chevrolet Volt concepts, as well as the 2008 Chevrolet Malibu; and the 2008 Pontiac G8, 2008 Pontiac G6 GXP and Torrent GXP models. ■



Dave Caldwell, Cadillac communications manager, highlights the 2008 CTS during press days on Friday, Feb. 23.



The Chevrolet Volt concept is built on a platform called E-flex. The Volt is a lithium-ion battery-powered electric car with a range of 40 miles in the city after a six-hour charge.



Scott Settemire, auto shows & exhibits manager, Chevrolet/Hummer, prepares to unveil the Chevrolet Camaro Convertible concept in front of the NorthEastern Ohio Camaro Club on Saturday, March 3.

# FORD 'ROCKS AND ROLLS' IN CLEVELAND WITH CARS AND GUITARS



Celebrating fast cars and rock and roll, Ford turned up the volume at the Cleveland Auto Show on Friday, February 23 by showcasing its hot new product lineup and revving up for GuitarMania.

The company donated the first Limited Edition Ford Shelby GT Standard Stratocaster guitar in support of this annual charity event to benefit the Greater Cleveland United Way and the Rock and Roll Hall of Fame's education fund.

"I can't think of a better way to celebrate the spirit of this city and give back to the community than to be a part of GuitarMania," said Randy Ortiz, general sales manager, Ford, Lincoln and Mercury.

## Buckeye Connection Key to Ford's Winning Formula

With nearly one third of Ford's North American engines and transmissions built in Ohio, the Buckeye State is playing a pivotal role in the success of Ford's latest hit products. Ford's Duratec 35 V-6 engine, built at the company's Engine Plant in Lima, Ohio, powers the all-new Ford Edge and Lincoln MKX crossovers, as well as the Lincoln MKZ luxury sedan. The new 2008 Ford Taurus, Taurus X and Mercury Sable will be the next success stories to feature this award-winning engine. By the end of the decade, one in every five Ford vehicles will be powered by this engine.

In addition, Ford's Ohio Assembly Plant in Avon Lake is home to the Ford E-Series van, the perennial best-seller that is celebrating 25 years of sales leadership. Ford's presence in Ohio includes 12,000 employees working at 10 plants, more than 25,000 retirees and 215 dealers.

"Times may be tough today, but Ford is going to come back strong," Randy Ortiz, general sales manager, Ford, Lincoln and Mercury, told the media at the 2007 Cleveland Auto Show on Friday, February 23.

## Blue Oval and Cleveland Rock

Ford's support of GuitarMania is the latest example of its continued commitment to supporting the United Way. In 2006, Ford Motor Company pledged more than \$16 million to the United Way nationally. GuitarMania brings three American heroes and legends together – the Ford Mustang, Carroll Shelby and the Fender Stratocaster® guitar.

GuitarMania is a greater Cleveland community public art project that has raised more than \$1.5 million for its two benefiting charities – United Way of Greater Cleveland and the Rock and Roll Hall of Fame and Museum's education fund. Through its participation in GuitarMania and the donation of the unique Stratocaster guitar, the company is working to increase support for the United Way contributions in Cleveland.

The GuitarMania project consists of oversized Stratocaster guitars that are creatively transformed into works of art by local artists and national celebrities and displayed on the city streets of Cleveland for residents and visitors to enjoy June through November 2007. In addition to donating a unique Stratocaster to GuitarMania, Ford will sponsor two larger-than-life guitars customized by the company's designers to benefit this event.

"Come fall, they'll all be auctioned at a gala event at the Rock and Roll Hall of Fame to benefit both the United Way and the Rock Hall's education fund," Ortiz said. "The last two events together raised more than \$1.5 million. And now we're going to help them raise the bar even higher." ■



Musician Chuck Hall plays a Fender guitar during Ford Motor Company's press conference on Friday, Feb. 23 at the 2007 Cleveland Auto Show. Photo courtesy of Ford Motor Company.



Ford Motor Company donates a Fender Stratocaster guitar to the United Way Cleveland. Shown here are Mike Benz (left), CEO United Way Cleveland, and Randy Ortiz, general sales manager, Ford, Lincoln and Mercury. Photo courtesy of Ford Motor Company.



# AN EXCLUSIVE PREMIER VIEWING OF THE 2007 CLEVELAND AUTO SHOW AT A “NIGHT OF LIGHTS”

The Greater Cleveland Automobile Dealers' Association presented a “Night of Lights” Hollywood-style Charity Fundraiser & Preview to benefit three local organizations on Friday, Feb. 23 during the 2007 Cleveland Auto Show. More than \$250,000 was raised at the event.

“Guests enjoyed star, red-carpet treatment and an exclusive premier viewing of the Cleveland Auto Show before it opened to the public,” said Kirt Frye, show chairman and president of the Sunnyside Automotive Group.

A “Night of Lights” raised money for the Epilepsy Association, Western Reserve Historical Society, and Rainbow Babies and Children's Hospital. Tickets cost \$250 per person, which included lavish gourmet dining, cocktails, signature martini bars and appearances by celebrity impersonators.

Some of the auction items included: a 2008 Super Bowl XLII package with two tickets to the game, roundtrip airfare and four nights hotel accommodations at Park Plaza Hotel in Phoenix, Ariz.; 2007 New York Mercedes-Benz Fashion Week package with two invitations to a select runway show, roundtrip airfare, and three nights at The Bryant Park Hotel, a four-star hotel in Midtown Manhattan; and a Florida cruise on a Viking 55 motor yacht with roundtrip airfare to Ft. Myers, Fla.

“The generosity of Fifth Third Bank, FirstMerit Bank, Huntington National Bank, National



Auto dealers Georg and Taliana Abakumov and Patrick Norris, GCADA chairman, attend a “Night of Lights” fundraiser and preview Friday, Feb. 23. Photo courtesy of Kathryn Riddle/Currents.



Diane and Kirt Frye, Auto Show chairman; Connie and Gary Adams, GCADA president, enjoy a “Night of Lights” at the 2007 Cleveland Auto Show. Photo courtesy of Kathryn Riddle/Currents.

City Bank and Medical Mutual make it possible for Cleveland Auto Show Charities to donate 100 percent of the proceeds raised from the event,” said Gary S. Adams, president of the Greater Cleveland Automobile Dealers' Association.


In a separate GCADA charity effort, auto dealership employees and families donated 13,200 pounds of canned food items to the Harvest for Hunger campaign on Friday evening, February 23. Harvest for Hunger/Dealership Employee Appreciation Night netted more than 112,000 pounds of food for local food banks over the past seven shows. Harvest for Hunger, now in its 16th year, is a month-long food and funds drive for local food banks. ■

THE  
WESTERN  
RESERVE  
HISTORICAL  
SOCIETY

Smithsonian Institution  
Affiliations Program

 **University Hospitals**  
Case Medical Center

 **Rainbow Babies  
& Children's Hospital**

 **Epilepsy Association**  
Serving individuals in Northeast Ohio  
with seizure disorders

## Crawford Auto Museum Offers “Fabulous Fifties” Display at the Cleveland Auto Show

Celebrating more than 50 years of American muscle and motoring, the Western Reserve Historical Society's Crawford Auto Museum flexed its mettle at the 2007 Cleveland Auto Show with its “Fabulous Fifties” collection.

On display were a 1953 Ford Indianapolis Pace Car convertible, 1956 Chevrolet Corvette convertible, 1957 Ford Thunderbird, 1958 Chrysler 300D hardtop, and 1959 Chevrolet Impala hardtop.

“When it comes to expertise, cars and other exhibit material, no one can match the Western Reserve Historical Society's Crawford Auto Museum,” said Gary S. Adams, president of the Greater Cleveland Automobile Dealers' Association and WRHS chairman. “We're really excited that auto show attendees were able to take part in a hands-on-celebration of 50 years of America's muscle car motoring and nostalgia.”

“The backdrop included a drive-in and soda fountain scene,” said Allan J. Unrein, director, Crawford Auto-Aviation Museum. “We also had a children's area at the auto show where they practiced



1959 Chevrolet Impala hardtop.

with a hula hoop and other toys. Automobile videos from the 1950's were also shown.” ■

*For years the Manners' Big Boy statue was placed in front of the restaurants in the Cleveland area. In the 1950s, it was a popular place for young people to eat on dates.*



## Case's Robot Car on Display at the Cleveland Auto Show

Hoping to gain media exposure and attract sponsors, Dexter, an autonomously operated vehicle, was displayed at the 2007 Cleveland Auto Show. Dexter is a robotic vehicle designed by a team of Case Western Reserve University professors and students.

Dexter, Case's entrant in the Defense Advanced Research Project Agency (DARPA) 2007 Grand Challenge, taking

place in November 2007, is intended to encourage research on autonomously operated vehicles for the military. To compete this fall, the Case team must pass a few initial tests including a video submittal and a sight inspection.

This November at the 2007 Grand Challenge, Dexter's driving test will be more difficult than any 16-year-old could imagine. In an urban environment, Dexter will have to complete a 60-mile course, obey traffic laws, navigate around obstacles, park, and make three-point turns.

On top of the normal challenges that contestants face, the Case team has the only “pure robot” entered in the race. This means that there is no person in the vehicle to take control if something goes wrong.

Despite these extra difficulties, Wyatt Newman, professor of Electrical Engineering and Computer Science and team leader, said he is confident that Dexter will do well. Dexter was entered in the DARPA Desert Challenge in 2005 and had the fastest split time, but was disqualified because of an emergency stop made to fix a flat tire. ■





# Auto Show's 2007 Tech Competition Sparks Interest in High-tech Careers

Two Trumbull Career and Technical Center automotive technology students won full-ride scholarships for the next two years after placing first at the 15th Annual Automotive Technology Competition held during the 2007 Cleveland Auto Show on Sunday, February 25.

The students, Mike George and Andrew Hrabowy, both 19, plan to attend Cuyahoga Community College to study automotive technology. Other options were Ohio Technology College, Stark State College or the University of Northwestern Ohio.

The "diagnostic duo" competed against four other teams at the Cleveland competition, which is designed to measure technical and diagnostic abilities. Steve Schuller, a graduate of the TCTC automotive program also with Kepich Ford of Garrettsville, lent a 2007 Ford Mercury for the two students to practice on at school.

Hrabowy told *The Tribune-Chronicle* in Warren, Ohio that winning the regional competition was like one step closer to seeing his goal of one day opening his own automotive shop. George said he was amazed that they will be competing at the national level next month.

In addition to receiving a trophy and the full two-year scholarships, George and Hrabowy also earned an all-expense paid trip to New York City and a spot to compete in the national competition in April 2007 to challenge 36 other regional champions. ■



Mike George (left) and Bill Hrabowy from Trumbull Career and Technical Center peruse through a manual during the 15th Annual Automotive Technology Competition on Sunday, Feb. 25 at the 2007 Cleveland Auto Show.

## SCHOOLS/STUDENTS COMPETING AT THE 2007 CLEVELAND AUTO SHOW

SCHOOL	STUDENTS	INSTRUCTOR
LORAIN COUNTY JOINT VOCATIONAL SCHOOL	Jeremy Warner (Amherst)	Darin Lewis
LORAIN COUNTY JOINT VOCATIONAL SCHOOL	Abe Upton (Sheffield Lake)	
LORAIN COUNTY JOINT VOCATIONAL SCHOOL	Andrew James (North Ridgeville)	Clyde Haefele
MENTOR HIGH SCHOOL	Andrew Linn (Grafton)	
SENTINEL CAREER CENTER	Peter Hunt (Willowick)	James Mazzeo
	Gavin Votaw (Mentor)	
	Brandon Gabel (Tiffin)	
TRUMBULL CAREER & TECHNICAL CENTER	Brad Kontak (Tiffin)	Jody Keegan
	Bill Hrabowy (Warren)	David Gillies
	Mike George (Southington)	

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 "dirty, greasy job" stigma, while attempting to attract career-minded professionals into this ever-changing, high-tech and high-paying career opportunity.

The Automotive Technology Competition is an opportunity to showcase the GCADA's year-round commitment to enhancing the image of this profession, while providing college scholarships to the top-three teams and addressing the auto tech shortage here at home in northern Ohio.

Following a rigorous written test of automotive skills, conducted by the Cuyahoga Community College Department of Automotive Technology, the five-paired finalists advanced to test their troubleshooting skills at the 2007 Cleveland Auto Show. Vehicles were "bugged" with repairable faults. Students diagnosed, recorded and repaired faults in a timed competition. ■



Mike George (left) and Bill Hrabowy compete in the National Automotive Technology Competition at the 2007 New York International Auto Show in April. The "diagnostic duo" placed ninth out of 36 teams.

## CELEBRITY CHEF STIRS IT UP IN THE BUICK DISPLAY



Local celebrity chef Michael Symon offered a cooking demonstration in the Buick display on Wednesday, February 28 at the 2007 Cleveland Auto Show.

Destiny seems to have played a role in Symon's journey to the kitchen and to the top of the national food scene. As an 11th grade wrestler at St. Edward High School in Lakewood, Ohio, Michael broke his arm while practicing for a meet. Bored, unable to compete and looking for college money, the 16-year-old took a part-time job as a cook. His affinity for the culinary challenge was realized and this athlete decided he loved to cook.

After graduating from the Culinary Institute of America in 1990, Michael worked at several restaurants in the midst of Cleveland's developing culinary scene. In 1996, Michael was ready to open his own restaurant. He partnered with future wife, Liz Shanahan, and the dream to create Lola was underway. ■



**BUICK**  
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## Bedford Big Brother Receives National Hero Award at Cleveland Auto Show

An award presentation at the 2007 Cleveland Auto Show honored Bedford resident, Dennis Vaughn, a Big Brothers Big Sisters' mentor, who was named a national hero by the Heroes in Our Midst program on Monday, February 26.



Gary Adams (right), GCADA president, congratulates Dennis Vaughn after he was named a national hero by the Heroes in Our Midst program.

Vaughn, who helped guide and mentor his 13-year-old "Little Brother" Maurice into adolescence, received a greeting card medallion and a ceremonial check for \$1,000 from Heroes In Our Midst representative Juliette Bogus. "The \$1,000 was donated in Vaughn's name to the local Big Brothers Big Sisters agency to support similar mentoring matches in the community," said Bogus.

Vaughn and Maurice were matched five years ago after a representative from Big Brothers Big Sisters spoke at Vaughn's church about the need for mentors. As a child, Vaughn spent a lot of time with his uncles since his dad was not at home. They were role models and mentors for

him. Having these positive influences gave him the desire to "give back" when he became an adult.

Maurice and Vaughn both share a love for cars. "After I met Dennis, I knew we were going to be great friends," said Maurice. "Dennis has the coolest car in the world, and I love good looking cars."

Maurice's mother feels that had it not been for the consistency of a male role model in her son's life, Maurice might have gotten in trouble and rebelled at a young age. Vaughn is an accountant with Saltz, Shamis and Goldfarb.

### About Heroes in Our Midst

Heroes in Our Midst, based in Washington, DC, is a national program sponsored by the Greeting Card Association to reinforce the tradition of connecting with others, and to encourage Americans to reach out to the everyday heroes in their own lives through card sending. Visit [www.HeroesInOurMidst.org](http://www.HeroesInOurMidst.org) to learn more about the national program. The Greeting Card Association, headquartered in Washington, DC, represents about 300 U.S. and international greeting card publishers and suppliers. It is dedicated to celebrating, promoting and preserving the tradition and cultural values of exchanging greeting cards. ■



# GMC

## GMC DEALERS BRING CAVS' PLAYERS TO THE SHOW



The Northern Ohio GMC Dealers brought Cleveland Cavaliers' Drew Gooden, Larry Hughes, Anderson Varejao and Shannon Brown to the 2007 Cleveland Auto Show for "free" autographs in the GMC display on Monday, February 26.



Larry Hughes talks to the media during Cavs' Night on Monday, Feb. 26 in the GMC display.



Mike Brown, head coach of the Cleveland Cavaliers, signs autographs for young fans on Monday, Feb. 26.



# NASCAR NIGHT ROARS BACK TO THE CLEVELAND AUTO SHOW!



Rough Fenway Racing teammates Matt Kenseth (#17 Ford/Carhartt) autographs a tire, while Todd Kluever (#16 Ford/3M) looks on.

NASCAR Night on Tuesday, February 27 welcomed NEXTEL Cup Series drivers Elliott Sadler in the Dodge display; and Matt Kenseth in the Ford display from 4-6 p.m. for "free" autographs.

Todd Kluever from the Busch Series joined Kenseth in the Ford display from 4-6 p.m.; and Craftsman Truck Series drivers Ron Hornaday (Chevrolet) and Mike Skinner (Toyota) signed "free" autographs in their respective displays from 6-8 p.m. ■



**RACING**



**TOYOTA**  
motor sports



Elliott Sadler (#19 Dodge/Dodge Dealers-UAW/Evernham Motorsports) meets fans during NASCAR Night at the 2007 Cleveland Auto Show.



Mike Skinner (#5 Toyota/Toyota Tundra/Bill Davis Racing) from NASCAR's Craftsman Truck Series signs autographs in the Toyota display on Tuesday, Feb. 27.

# TUES FEB 27 IS NASCAR NIGHT AUTO SHOW

I-X CENTER • CLEVELANDAUTOSHOW.COM



sponsored by **AutoTrader**.com

Clear Channel's Outdoor Billboard Digital Network promoted NASCAR Night, which was held on Tuesday, Feb. 27 at the 2007 Cleveland Auto Show.



# Experience the Classic Car Show



Judging officials presented awards to the winners of the 9th Annual Classic Car Competition, sponsored by Pennzoil, on Saturday, March 3 at the 2007 Cleveland Auto Show. More than 100,000 sq. ft. of space was allocated for those special cars of yesterday in the lower level of the I-X Center. It was free to exhibit in the Classic Car Show. All eligible vehicles competing were 25 years or older.

Each participant received a gift bag that included a commemorative dash plaque, Auto Show souvenir program, gifts from Pennzoil and special show credentials. All participants competed for awards and prizes. Each vehicle was judged on the same criteria – body, paint, motor, chassis and interior. The "Best of Show" winner, which was judged by participants, received the Pennzoil sponsored prize.

The winners included: a 1967 Ford Fairlane Convertible (Best of Show), 1940 Ford Sedan, 1929 Ford Model A, 1957 Chevy Bel Air, 1969 Chevrolet Nova Pro Street, 1966 Chevrolet Corvette, 1964 Dodge Convertible, and a 1941 Ford Pickup. ■

*Adam McClelland, a student from The Cleveland Institute of Art, designed the Classic Car Competition dash plaque.*



*The Annual Classic Car Competition runs simultaneously with the Cleveland Auto Show.*



# Browns Talk Free Agency at the Cleveland Auto Show

Zac Jackson, Staff Writer

CLEVELANDBROWNS.COM



Romeo Crennel, head coach of the Cleveland Browns, answers questions from the media on free agency in the Chevrolet display Thursday, March 1.

Cleveland Browns head coach Romeo Crennel and receiver Joe Jurevicius joined "Team Chevy" at the Cleveland Auto Show on Thursday, March 1 from 6 to 8 p.m. at the I-X Center. Crennel and Jurevicius signed autographs and met with Browns fans at the "Team Chevy" booth.



Joe Jurevicius, WR, meets the media at the 2007 Cleveland Auto Show.

brought them a big-ticket item: Eric Steinbach, 27, signed a seven-year contract. The team announced the deal on Saturday morning, March 3, less than 48 hours after the NFL's free agency period officially opened. ■

# BROWNS



# CHEVROLET



John Chandler, WEWS NewsChannel 5 (ABC) sportscaster, broadcasts live from the Chevrolet display during the autograph session.





# AUTOMOTIVE DESIGN SYMPOSIUM WITH THE CLEVELAND INSTITUTE OF ART ENTERS 5TH YEAR



Ryan Nagode, a 2003 graduate of The Cleveland Institute of Art, was the lead exterior designer of the Dodge Avenger. Photo courtesy of Rob Muller/The Institute.

The Cleveland Institute of Art presented the 5th Annual Automotive Design Symposium on Friday, March 2 during the 2007 Auto Show.

Automotive design alumni and a student featured on Discovery Channel's *FutureCar* discussed car designs of the future at the symposium. The presenters included:

- Kirk Bennion (1984), lead designer GM's hot new truck line
- Ryan Nagode (2003), designer of the Dodge Avenger
- Ryan Patrick Joyce (2007), CIA design student and GM intern. Ryan was featured on the Discovery Channel's four-part series *FutureCar*. He has accepted a design job at DaimlerChrysler.



## About The Cleveland Institute of Art

The Cleveland Institute of Art is one of only 36 independent colleges of art and design throughout the United States. The curriculum balances a comprehensive program in the liberal arts with a strong core of studio basics, providing students a breadth of academic and fundamental competencies that prepare them well for pursuing their fields of concentration. Students elect a major from Visual Arts and Technologies (painting, sculpture, photography, and fiber and material studies); Craft (ceramics, enameling, glass, and jewelry and metals); Design (communication design, industrial design, and interior design); and Integrated Media Environment (digital arts, biomedical art, drawing, illustration and printmaking). In 2006, *BusinessWeek* magazine named The Institute one of the top design schools in the country. ■

**CIA**  
THE CLEVELAND  
INSTITUTE  
OF ART  
FOUNDED 1882

Kirk Bennion, a 1984 graduate of The Cleveland Institute of Art, has been involved with design work on the 2005 Corvette Coupe and Convertible, 2006 Corvette Z06 and 2006 C6R. Most recently, he has managed a team of designers on the 2008 Saturn Outlook, 2008 GMC Acadia, and the 2008 Buick Enclave. Photo courtesy of Rob Muller/The Institute.

# 13th Annual Automotive Career Day

*More than 1,000 students from 40 high schools in northern Ohio attended the 13th Annual Automotive Career Day on Monday, February 26 at the 2007 Cleveland Auto Show.*

Bobby Martin, keynote speaker, accomplished NHRA Funny Car driver, and motivational speaker encouraged the young crowd to achieve personal accountability in their life. During the program, the Greater Cleveland Automobile Dealers' Association presented awards to the winners of the 15th Annual Greater Cleveland Automotive Technology Competition. Students were then admitted free into the show courtesy of the GCADA. ■

## EARNED MEDIA ON BROADCAST TELEVISION

Total Story Count:  
**168**

Total Nielson Audience:  
**14,500,000**

Total 30-Second Ad Equivalency:  
**\$123,000**

Total Calculated Ad Equivalency:  
**\$331,000**

Total Calculated Publicity Value:  
**\$994,000**

SOURCE: North Coast New Clips. Story count does not include reports broadcast on the Youngstown network affiliates. ■

## Esoteric Sound and Performance features LeBron James' Rolls Royce Phantom and Others

A display from Esoteric Sound and Performance, a Division of Mercedes-Benz of North Olmsted, featured Cleveland Cavaliers' superstar LeBron James' 2006 Rolls Royce Phantom valued at \$400,000.

Other vehicles in the exhibit included:

- 2006 Bentley Arnage (\$280,000), owned by LeBron James
- 2006 Maybach 57s (\$397,000), owned by Larry Hughes of the Cleveland Cavaliers
- 2006 Mercedes-Benz SLR McLaren (\$468,000), owned by Damon Jones of the Cleveland Cavaliers
- 2007 Mercedes-Benz SL65 (\$195,000) with a \$35,000 custom sound system
- 2005 Porsche Carrera GT (\$443,000) that features a sophisticated radar detection device.



Kenny Crumpton, features LeBron James' \$400,000 Rolls Royce Phantom during WJW Fox 8 Cleveland's live morning show, "Kickin' It With Kenny," on Friday, Feb. 23.



# Airbags Save Many Lives, But Under Certain Circumstances Can Be Deadly

More than 300 emergency services and fire department personnel from northern Ohio's communities were provided with the knowledge necessary to handle airbag deployment during emergency rescue situations.



*Ken Buie from Stark State College leads a discussion on airbag deployment on Thursday, March 1 at the 2007 Cleveland Auto Show.*

Rescue personnel attended the seminar on Thursday, March 1 at the 2007 Cleveland Auto Show. Presenters were Stark State College's Ken Buie, programs coordinator of automotive technologies, and Matt Buca, General Motors Service Technical College instructor.

The airbag seminar included: What happens to an air bag system during a collision?; an air bag system hardware and software; "second impact" – the passengers being restrained and protected or injured by hitting the dash; the science of air bag system crash detection; air bag deployment "in the blink of an eye"; and future restraint systems.

In addition, first responders learned the protocols when arriving at a crash, like scene safety; identifying, stabilizing and disabling a vehicle; and gaining access to the passenger compartment.

Since the beginning of their widespread introduction in the 1980s, automobile frontal airbags are credited with saving at least 3,100 lives, according to estimates from the National Highway Traffic Safety Administration.

The Insurance Institute for Highway Safety predicts that eventually as many as 4,000 lives per year will be saved by airbags as vehicles equipped with them outnumber those without them.

Frontal airbags provide supplemental protection to seat belts in head-on crashes. They work by cushioning vehicle occupants from impact with hard interior surfaces, such as the steering wheel, dashboard and windshield. ■

## Hyundai Motor America Gives Away a 2007 Santa Fe

Visitors attending auto shows throughout the country had a chance to win a new Hyundai in the 2007 Santa Fe Sweepstakes. More than 4,800 qualified contestants entered the sweepstakes at the 2007 Cleveland Auto Show, held Feb. 24 to March 4 at the I-X Center. At the close of the 2007 auto show season, Hyundai Motor America awarded a new Santa Fe to a Boyertown, PA resident.


Other Hyundai in-booth promotions included:

- Discover Smart Safety: Product specialists educated visitors on Hyundai's standard safety features. The interaction discussion provided consumers with the opportunity to win prizes, like a second generation iPod shuffle.
- Hope On Wheels Tucson: Hyundai supports the fight against pediatric cancer. The Hope On Wheels Tucson is covered in handprints from children suffering from or who have beaten cancer.
- Hyundai Loves Kids: Product specialists passed out Hyundai Loves Kids tags so that parents could write their cell numbers on them in case their child was lost at the show. ■



# 2007 CLEVELAND AUTO SHOW

## BROADCAST AND CABLE PAID ADVERTISING IMPRESSIONS

	Run Dates	No. of Spots	Total Impressions	Sponsored Programming/Promos
	2/19 to 3/3	135	2,774,400	Paid Commercials
	2/18	30-min.	13,000	"Auto Show Preview '07"
	2/18	30-min.	18,000	"Kaleidoscope"
	2/23	60-min.	82,000	"Auto Show '07"
	3/25	60-min.	86,000	"Auto Show '07 Rebroadcast"
	2/17 to 3/2	101	7,746,000	Paid Commercials
	2/21 to 3/2	19	864,000	"Dr. Phil" Promos
	2/28	5-min.	520,000	with Gary Adams, GCADA president
	3/1	5-min.	520,000	with Kirt Frye, Auto Show chairman
	2/22 to 3/4	668	2,468,000	Paid Commercials
	1/29, 2/1, 2/9, 2/13, 2/15, 2/19	40	567,000	"60 Years of the Cleveland Browns" presented by the 2007 Cleveland Auto Show
	1/22, 1/24, 1/26, 1/30, 2/2, 2/7, 2/9, 2/14, 2/21, 2/27	20	1,528,000	Cleveland Cavaliers' Games
	2/26 (x5) 2/27 (x5) 2/28 (x5) 3/1 (x5) 3/2 (x5)	30-min. 30-min. 30-min. 30-min. 30-min.	60,000 60,000 60,000 60,000 60,000	"Cleveland Auto Show on ST0"

2008  
cleveland  
**auto show**  
FEB 23 - MARCH 2 I-X CENTER  
presented by  
**AutoTrader.com**



Gary Adams, GCADA president, is interviewed by John Chandler (ABC affiliate) during the live broadcast of "Auto Show '07" on Friday, Feb. 23. The Ford Interceptor concept, equipped with a Ford Racing 5-liter V8 Cammer engine that produces 400 horsepower, is based on a stretched Mustang platform with four doors.



# Saturn Sky Giveaway Concludes the Auto Show



*Brett Himes wins the 2007 Saturn Sky roadster on Sunday, March 4. It was the last day of the 2007 Cleveland Auto Show.*

Brett Himes, 48, of Shaker Heights, Ohio won the \$28,000 prize. He won the roadster outright. Himes took delivery of the Sky from Saturn of Middleburg Heights, a suburb southwest of Cleveland.

"This is just another way America's franchised new-car and truck dealers are involved in their communities," said Kirt Frye, 2007 Cleveland Auto Show chairman and president of the Sunnyside Auto Group, which sells Audi, Honda, Nissan, Toyota, Scion and Saturn brand vehicles.

HERE'S HOW THE CONTEST WORKED. Over the nine day show, one winner was picked daily. Each contestant drew a key sealed in an envelope in the order they qualified for the final round. Himes was the winner from day four, which was Feb. 27, 2007. ■



Nine contestants returned to the 2007 Cleveland Auto Show on Sunday, March 4 for their chance to win a 2007 Saturn Sky roadster, compliments of the Greater Cleveland Automobile Dealers' Association.

## 17TH ANNUAL STUDENT ALCOHOL & DRUG AWARENESS PROGRAM

More than 500 SADD advisors, SADD chapter members and students attended the 17th Annual Student Alcohol & Drug Awareness Program on Wednesday, February 28 at the 2007 Cleveland Auto Show.

Nationally known speaker, Mike Gersche, told a very emotional and inspirational story about how he barely survived after being hit by a drunken driver when he was just an infant traveling with his family. While the program contained humor,

Michael got serious and to the point when he talked to the students about the drunken driving accident that changed his life. Door prizes were awarded at the conclusion of the formal program. Students were then admitted free into the show courtesy of the GCADA. ■

# PONTIAC DEALERS AND BP SPONSOR THE OHIO STATE FOOTBALL NIGHT

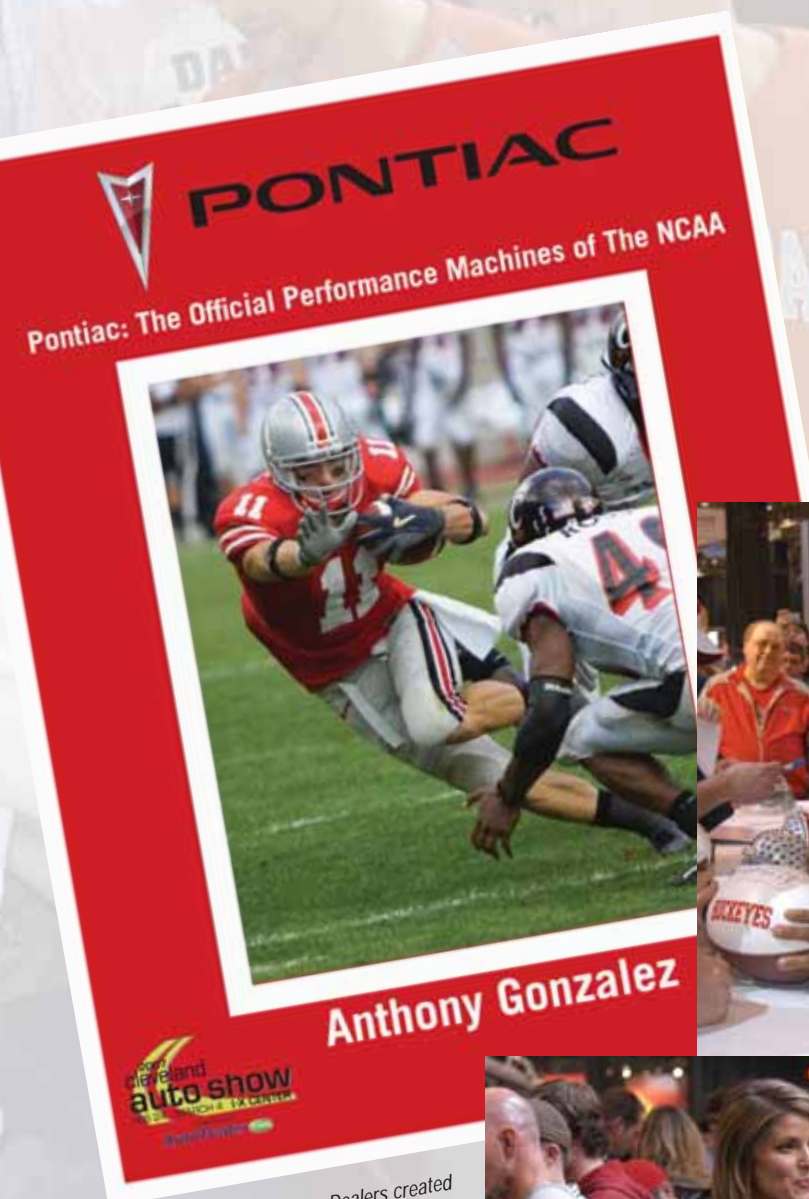
## PONTIAC



Thousands of auto show visitors, Buckeye fans and autograph seekers attended the 2007 Cleveland Auto Show on Friday, March 2 to catch a glimpse of future National Football League stars Ted Ginn, Jr., Anthony Gonzalez and Antonio Pittman from The Ohio State Buckeyes' Football team.

The trio, who grew up and played high school football in Northeast Ohio, signed autographs in the Pontiac display. Ginn and Gonzalez were chosen in the first round of the NFL draft held in April 2007.

The event was co-sponsored by the Northern Ohio Pontiac Dealers and BP. ■



The Northern Ohio Pontiac Dealers created and distributed 8 by 10 in. football cards of The Ohio State players that signed "free" autographs in the Pontiac display on Friday, March 2.



Future NFL stars (l to r), Anthony Gonzalez, Ted Ginn, Jr., and Antonio Pittman from The Ohio State Buckeyes' Football team signed "free" autographs in the Pontiac display.



Sue Ann Robak, WEWS NewsChannel 5 (ABC) sportscaster, broadcasts live from the Pontiac display during The Ohio State Buckeyes' Football Night.





# The Chrysler Group Direct Mail Promotion Produces a Solid Return

A Dodge, Chrysler and Jeep direct mail program – designed to enhance owner loyalty and introduce consumers to new vehicles – produced a 28 percent return at the 2007 Cleveland Auto Show.

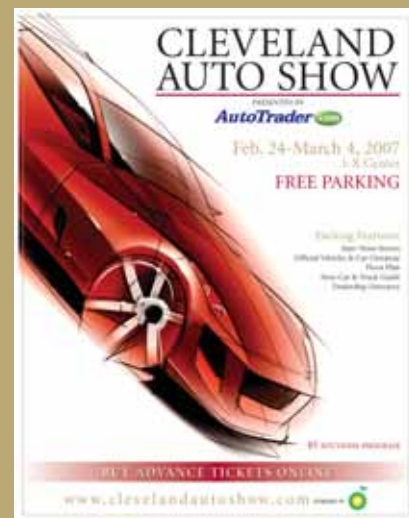
The Great Lakes Business Center of DaimlerChrysler – which includes Ohio, Michigan, Indiana and northern Kentucky – mailed 62,500 individual letters with two complimentary tickets to all Chrysler-Jeep owners and lessees, and shoppers interested in purchasing or leasing Dodge brand vehicles.

The mailer featured specs on the all-new 2007 Chrysler Aspen and 2007 Chrysler Sebring; the all-new 2007 Jeep® Wrangler Unlimited and all-new 2007 Jeep® Compass; and the all-new 2007 Dodge Nitro and 2007 Dodge Caliber.

More than 35,000 tickets were redeemed at the 2007 Cleveland Auto Show, held February 24 to March 4 at the I-X Center in Cleveland, Ohio. ■

## OFFICIAL AUTO SHOW PROGRAM REACHES NEW VEHICLE SHOPPERS

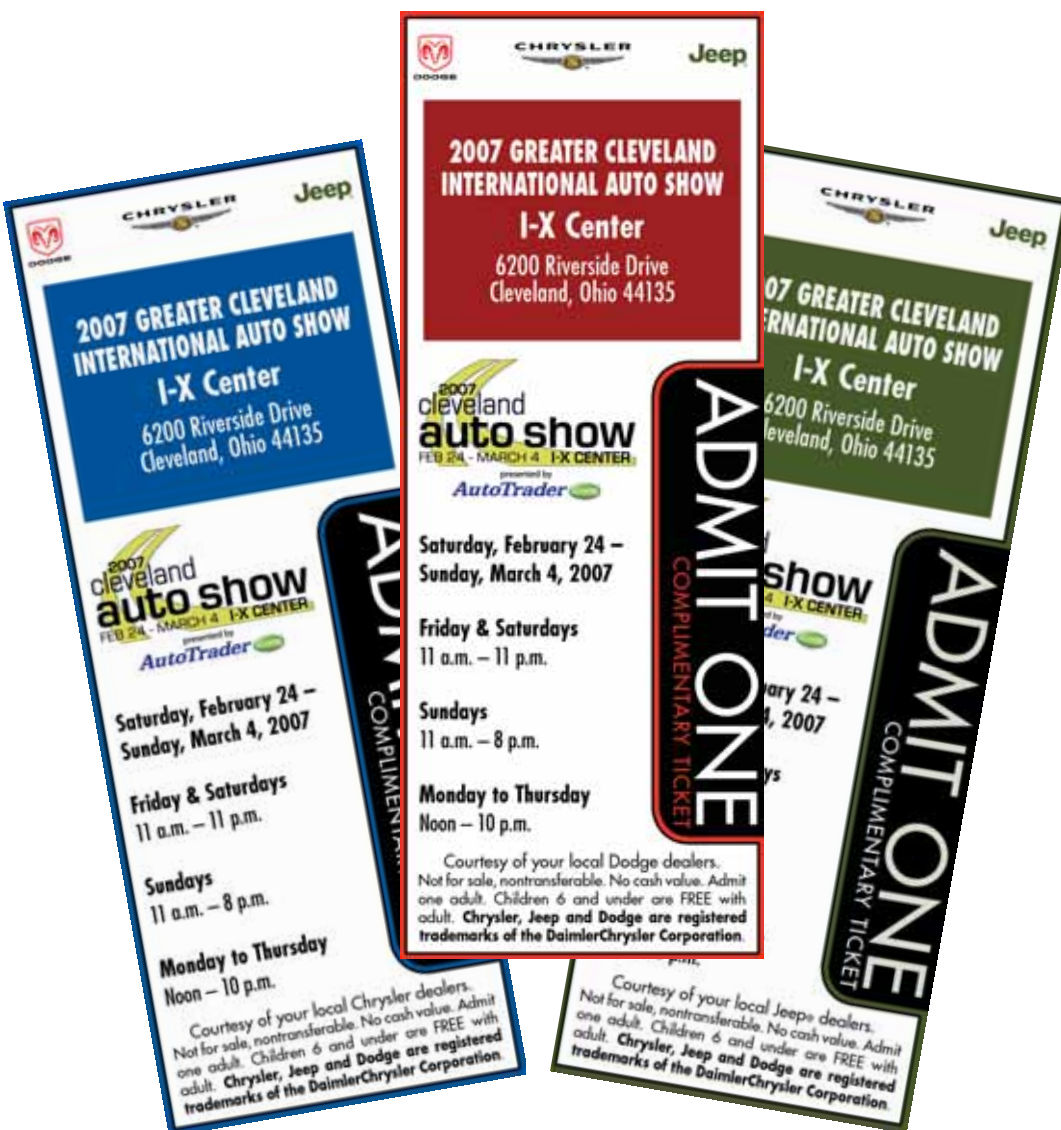
*Your avenue to hundreds of thousands of prospects*



New vehicle sales in a 19-county region of northern Ohio accounted for 1.3 percent of total U.S. vehicle sales in 2006. Is there a better way to turn new-car and truck shoppers into buyers than an auto show? That's why a persuasive print advertisement in the official show program is your avenue to reach hundreds of thousands of prospects during the kickoff of the spring selling season!

The 2008 show program, produced in a high-glossy magazine format, is a lasting reference and souvenir for consumers. The program contains a new vehicle buyers' guide with color photos and space to write your own notes, a GCADA membership directory, auto show map, and much more.

The souvenir program – a \$5 value – is distributed free to all visitors with a ticket purchased at the box office or online at [clevelandautoshow.com](http://clevelandautoshow.com). To reserve your space today, contact the GCADA at (440) 746-1500 or toll free (888) 740-2886. ■



# NEWSPAPER HEADLINES, WIRE

## Out and about

*The Plain Dealer* – March 4, 2007  
Greater Cleveland Automobile Dealers' Association/Auto Show VIP Charity Preview. Black ties and fancy cars: Auto dealers, their friends and associates...

## Shaker Heights Resident Wins the 2007 Saturn Sky Roadster at the Cleveland Auto Show

*Autochannel* – March 4, 2007  
Nine contestants returned to the 2007 Cleveland Auto Show today for their chance to win a 2007 Saturn Sky roadster...

## Case's robot car on display...

*Case Western Reserve University Observer* – March 1, 2007  
Dexter will be on display until March 4 at the Cleveland Auto Show in the I-X Center. The Case team hopes that the event will bring more exposure to the...



Kirt Frye (left), 2007 Auto Show chairman, appears on "Kaleidoscope" hosted by Leon Bibb from WEWS NewsChannel 5 (ABC). The program aired, Sunday, Feb. 18.

## Military vehicle stands out...

*ohio.com* – March 3, 2007  
But a potent piece of Motor City iron is drawing big crowds at the Cleveland Auto Show. The Army's Stryker armored vehicle is engineered by General Dynamics...

## Sandusky girl wins singing contest...

*Sandusky Register* – March 2, 2007  
Saturday, Simone won an impromptu Fox 8 Cleveland Idol-inspired singing contest at the Cleveland Auto Show. As part of her prize package she won a T-shirt...

## Cleveland Auto Show to be...

*Youngstown Vindicator* – Feb. 22, 2007  
CLEVELAND – The 2007 Cleveland Auto Show will run Saturday through March 4 at the I-X Center in Cleveland.

## Lorain County JVS students shine in auto show technology competition

*The Morning Journal* – Feb. 25, 2007  
CLEVELAND – A team of Lorain County JVS students tied for second place in an automotive technology competition at the Cleveland Auto Show yesterday...

## AutoTrader.com Presents the 2007 Cleveland Auto Show

*Business Wire* – Feb. 20, 2007  
In addition, AutoTrader.com President and CEO, Chip Perry, will help open the Cleveland Auto Show at the 18th Annual Auto Show Kick-Off Breakfast Friday...

## Cleveland Auto Show set Saturday

*Tribune Chronicle* – Feb. 21, 2007  
CLEVELAND — The Chevrolet Camaro convertible and Pontiac G8 will be among the concept vehicles on display at the Cleveland Auto Show at the I-X Center...

## 2007 Cleveland Auto Show Opens Saturday, February 24

*Autochannel* – Feb. 18, 2007  
The 2007 Cleveland Auto Show opens Saturday, Feb. 24 and runs through Sunday, March 4 at the I-X Center in Cleveland, Ohio. Parking is FREE throughout the...

## 2007 Cleveland Auto Show Right Around The Corner

*Cleveland Leader* – Feb. 19, 2007  
The 2007 Cleveland Auto Show begins on Saturday. The show will run until March 4th. Tickets can be purchased online at this website...

## Crossovers and concept cars:

### The auto show is revving up

*The Plain Dealer* – Feb. 22, 2007  
The first Cleveland Auto Show was held in 1903 at Grays Armory in downtown Cleveland. Q: Does the Cleveland Auto Show have a theme?...



Gary Adams (left), GCADA president, highlights concept vehicles on "Good Company" (NBC) hosted by Michael Cardamone on Wednesday, Feb. 28. The live show is a mix of information and entertainment for Cleveland.

## Cleveland Auto Show opens

*Canton Repository* – Feb. 24, 2007  
CLEVELAND – If the 2007 Cleveland Auto Show had a theme, it would be "Fun, Sun and Muscle." On Friday, workers scrambled to prepare more than 1,000 shiny new...

## American Suzuki Shows Full Line, Blizzard Concept Vehicle at 2007...

*Earthtimes.org* – Feb. 23, 2007  
"American Suzuki rolls into the Cleveland Auto Show poised for an impressive 2007 campaign," said Koichi Suzuki, president of ASMC Automotive Operations...

## Auto Show revs up

*WKYC-TV* – Feb. 23, 2007  
The Cleveland Auto Show opens at the I-X Center February 24th running through March 4th. You can find just about anything you are looking for among the 1,000...

## Auto showcase opens Saturday

*Akron Beacon Journal* – Feb. 21, 2007  
The Cleveland Auto Show that opens to the public on Saturday at the I-X Center features a lot of bling, one-of-a-kind concept vehicles, advanced looks at...

## Don't Just Look... Ride and Drive New Chrysler, Jeep and Dodge...

*PR Newswire* – Feb 22, 2007  
Hot, new Chrysler, Jeep and Dodge Concepts and production vehicles are rolling into the 2007 Cleveland Auto Show and this year's...



# REPORTS AND BLOGS

## **AutoMart.Com to Host Cavaliers Head Coach Mike Brown at the...**

*Autochannel* – Feb. 23, 2007

CLEVELAND – Cavalier fans attending the Greater Cleveland Auto Show at the I-X Center next week will have the opportunity to meet Cavaliers Head Coach Mike...

## **Porter interests Browns**

*The Plain Dealer* – March 2, 2007

Browns coach Romeo Crennel, before an autograph session at the Greater Cleveland Auto Show Thursday night, said the Browns are interested in Porter...

## **Ford 'Rocks and Rolls' in Cleveland with Hot Cars and Fender...**

*Auto Spectator* – Feb. 26, 2007

Ford Motor Company donates unique Fender Stratocaster guitar to United Way Cleveland, at the Cleveland Auto Show. Shown here is Chuck Hall with Fender...

## **Cleveland Rocks! Thanks to Limited Edition Ford Shelby GT Standard...**

*Autoblog* – Feb. 23, 2007

Celebrating fast cars and rock and roll, Ford is turning up the volume at the Cleveland Auto Show by showcasing its hot new...

## **Mentor students win scholarships**

*The News-Herald* – Feb. 26, 2007

The auto show hosts the competition to encourage automotive technicians to stay in the region, Charles Cyrill said. Cyrill is the communications director...

## **Ford 'Rocks And Rolls' In Cleveland With Cars and Guitars**

*ohio.com* – Feb. 24, 2007

Celebrating fast cars and rock and roll, Ford is turning up the volume at the Cleveland Auto Show by showcasing its hot new product lineup and revving up...

## **The proper treatment**

*Sandusky Register* – March 2, 2007

On a temporary stage at the I-X Center during this week's Cleveland Auto Show, Simone wowed the kids' division of Fox 8's "Cleveland Idol" contest...

## **Case's Dexter (the robot car) steers toward fame, fortune...**

*The Plain Dealer* – Feb. 25, 2007

Dexter will make its public debut this weekend at the Cleveland Auto Show. Later this year, Dexter's creators — a brash, overachieving young team of more...

## **Ford donates two customized guitars through the Ford collection**

*Business Register* – Feb. 24, 2007

Celebrating fast cars and rock and roll, Ford is turning up the volume at the Cleveland Auto Show by showcasing its hot new...

## **Two harmonious shows at Civic**

*The Akron Beacon Journal* – Feb. 22, 2007

The 2007 Cleveland Auto Show starts Saturday and runs through March 4 at the I-X Center near Cleveland-Hopkins International Airport...

## **Bent Fender: Ford Offers Customized Shelby GT Stratocaster**

*Edmunds.com/Inside Line* – Feb. 23, 2007

Cleveland Rocks: Ford Shelby GT Standard Stratocasters are a tie-in that kicked off at the Cleveland Auto Show; The city is home to the Rock and Roll Hall...

## **Technical teamwork key to winning**

*The Plain Dealer* – Feb. 26, 2007

Along with the displays of new cars and sport utility vehicles at the 2007 Cleveland Auto Show on Sunday was unequivocal proof that adjusting the automatic...

## **Associated Press**

*The Akron Beacon Journal* – Feb. 22, 2007

2007 Cleveland Auto Show Opens Saturday. Hours are 11 a.m. to 11 p.m. Friday and Saturdays; 11 a.m. to 8 p.m. Sundays; noon to 10 p.m. Mondays – Thursdays through...

## **Back-seat restraints to be law**

*The Repository* – Feb. 26, 2007

Wesolowski, an injury prevention program manager at the Cleveland hospital, celebrated the recognition last week at the Cleveland Auto Show...

## **Drive-thru or sit down for meals near the I-X Center**

*The Plain Dealer* – Feb. 24, 2007

There's no need to drive hours into the sunset to find a good meal near the auto show at the IX Center. You just need the right model, make and menu... ■



Scott Newell, anchor/reporter features the Jeep Trailhawk concept during WKYC's (NBC) morning show "Channel 3 News" on Saturday, March 3. The Trailhawk is built on a Wrangler chassis and allows open-air trekking with roll-down quarter-panel glass and a removable glass roof.

# WJW Fox 8's Ford "Cleveland Idol" Sets the Stage at the Auto Show

More than 600 contestants auditioned on Fox 8's Ford Cleveland Idol contest in the Ford display during the show.

A two-week television promotion schedule of 30-second commercials – with running footage of Ford vehicles – instructed viewers to register on [myfoxcleveland.com](http://myfoxcleveland.com) for their chance to be invited to audition at the 2007 Cleveland Auto Show. These promos ran from February 5-18.

After these auditions, a second round of promos aired from March 5-18 directing viewers to go to [myfoxcleveland.com](http://myfoxcleveland.com) and vote for any of the 18 finalists. Voters then printed the ballots and brought them to their local Ford dealerships.

In addition, news teasers aired during "American Idol" asking viewers to watch for more information on the contest. News coverage at 10 p.m. and other news slots pushed viewers to register for the contest and vote for their favorites.

POP displays were distributed to each participating Ford dealer for voting purposes. The incentive to vote was a two-year lease on a 2007 Ford Fusion. All promos aired during prime time programming with highlights during "American Idol" and the WJW's 10 p.m. news. Rolanda Tharps from Parma, Ohio won a two-year lease on the Ford Fusion; and Kara Stadelman from Kent, Ohio won studio recording time and



*Jim Herrick (right), president of the Liberty Auto Group, talks to Bill Martin, WJW Fox 8, in the Ford display during "Cleveland Idol" at the 2007 show.*

two tickets with a hotel package to the *American Idol* finale in Los Angeles.

## CLEVELAND IDOL HIGHLIGHTS:

- From late February through March 2007, [myfoxcleveland.com](http://myfoxcleveland.com) received more than 1 million impressions on the Ford Cleveland Idol contest.
- More than 15,000 votes were turned in at local Ford dealerships.
- There were about 300 people in the audience during the weekdays; and



about 1,000 audience members watching on weekends.

## EXTENSIVE NEWS COVERAGE:

- Each night during the week before the Cleveland Auto Show, viewers were instructed to register to be a contestant on WJW Fox 8's 10 p.m. newscast.
- Each morning the week after the Cleveland Auto Show, clips of the contestants aired during news.
- Morning news packages announced the winner of the Ford Fusion lease and the Ford Cleveland Idol contest.
- Two-minute taped segment with Fox 8 personality Robin Swaboda aired in the morning news announcing winner of the Ford Fusion lease.
- Overall, Ford Cleveland Idol's news coverage lasted about two months. ■





# SportsTime Ohio Provides Extensive Show Coverage

SportsTime Ohio produced five 30-minute specials on the 2007 Cleveland Auto Show.

"Auto shows have always proven to provide compelling programming, as we can see not only what is on the streets today, but what we will be driving in the future," said Jim Liberatore, president of SportsTime Ohio. "We're very excited to support the city of Cleveland and the Cleveland Auto Show."

Jim Liberatore, president, SportsTime Ohio, has valuable knowledge of the auto industry, having worked for Speed Channel from 2001 – 2005. At Speed Channel, Liberatore increased the number of subscribers from 39 million to 65 million. He organized new racing programs at Speed such as, "World's Greatest Auto Shows" and "Vanity Manufacturer Test Drives." Additionally, Liberatore increased coverage of the "Barrett-Jackson Classic Car Auction."

"The programming, which included coverage of press conferences, what's new for 2007 and concept cars, interviews with automaker personnel and design teams, and test drive segments, was put together very well," said Gary S. Adams, president of the Greater Cleveland Automobile Dealers' Association. ■

## BROADCAST/EDITORIAL PROGRAMMING for the 2007 Auto Show

• Thursday, Feb. 15	WEWS NewsChannel 5 Noon News (12:30 p.m.)
• Sunday, Feb. 18	WEWS NewsChannel 5 "Kaleidoscope" (7-7:30 a.m.)
• Sunday, Feb. 18	WEWS NewsChannel 5 "Auto Show Preview '07" (12:30-1 p.m.)
• Friday, Feb. 23	WKYC Channel 3 News "Morning Show" (5-7 a.m.)
• Friday, Feb. 23	WJW Fox 8 "Kickin' It With Kenny" (7-9 a.m.)
• Friday, Feb. 23	WKYC Channel 3 News "Evening News" (7-7:30 p.m.)
• Friday, Feb. 23	WEWS NewsChannel 5 "Auto Show '07" (8-9 pm.)
• Sunday, Feb. 25	WEWS NewsChannel 5 "Auto Show '07" (11:30 a.m.-12:30 pm.)
	REBROADCAST
• Monday, Feb. 26	SportsTime Ohio "2007 Cleveland Auto Show" (8-8:30 p.m.)
• Tuesday, Feb. 27	WKYC Channel 3 News "Morning Show" (5-7 a.m.)
• Tuesday, Feb. 27	SportsTime Ohio (4-4:30 p.m.) REBROADCAST
• Tuesday, Feb. 27	SportsTime Ohio "2007 Cleveland Auto Show" (8-8:30 p.m.)
• Wednesday, Feb. 28	WKYC Channel 3 News "Good Company" (10 a.m.)
• Wednesday, Feb. 28	SportsTime Ohio (4-4:30 p.m.) REBROADCAST
• Wednesday, Feb. 28	WWJZ/PBS "Ideas" (7:30-8 p.m.)
• Wednesday, Feb. 28	SportsTime Ohio "2007 Cleveland Auto Show" (8-8:30 p.m.)
• Thursday, March 1	WKYC Channel 3 News "Good Company" (10 a.m.)
• Thursday, March 1	SportsTime Ohio (4-4:30 p.m.) REBROADCAST
• Thursday, March 1	SportsTime Ohio "2007 Cleveland Auto Show" (8-8:30 p.m.)
• Friday, March 2	SportsTime Ohio (4-4:30 p.m.) REBROADCAST
• Friday, March 2	SportsTime Ohio "2007 Cleveland Auto Show" (8-8:30 p.m.)
• Saturday, March 3	SportsTime Ohio (All five shows rebroadcast 6-8:30 p.m.)
• Sunday, March 4	WWJZ/PBS "Ideas" (11-11:30 p.m.) REBROADCAST
• Monday, March 5	Ohio Channel – WWJZ/PBS "Ideas" (12-12:30 p.m.) REBROADCAST

**TOTAL: About 13 hours of editorial programming**



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## PRINT MEDIA

- The Akron Beacon Journal
- Associated Press
- The Columbus Dispatch
- The Chronicle-Telegram (Elyria)
- Cleveland Jewish News
- Cleveland Magazine
- Free Times
- The Independent (Massillon)
- The Morning Journal (Lorain)
- The News-Herald (Willoughby)
- NorthernOhioLive
- The Ohio Motorist (AAA)
- The Plain Dealer
- The Record Courier (Ravenna)
- The Repository (Canton)
- The Sandusky Register
- Scene
- The Times Reporter (Dover/New Philadelphia)

- The Toledo Blade
- The Tribune-Chronicle (Warren)
- The Vindicator (Youngstown)

### Newspaper Network of Central Ohio

Fremont News-Messenger, Port Clinton News Herald, Bucyrus Telegraph Forum, Mansfield News Journal, Marion Star, Coshocton Tribune, Newark Advocate, Zanesville Times Recorder, Chillicothe Gazette and Lancaster Eagle Gazette

### Sun Newspapers

Bedford Sun Banner, Brooklyn Sun Journal, Brunswick Sun Times, Chagrin Herald Sun, Chagrin Valley Herald, Euclid Sun Journal, Garfield-Maple Sun, Lakewood Sun Post, The Medina Sun,

The News Sun, Nordonia Hills Sun, Parma Sun Post, Solon Herald Sun, The Sun Courier, The Sun Messenger, The Sun Press, The Twinsburg Sun, West Geauga Sun, The Sun, The Sun Star, The Sun Herald, West Shore Sun and West Side Sun News

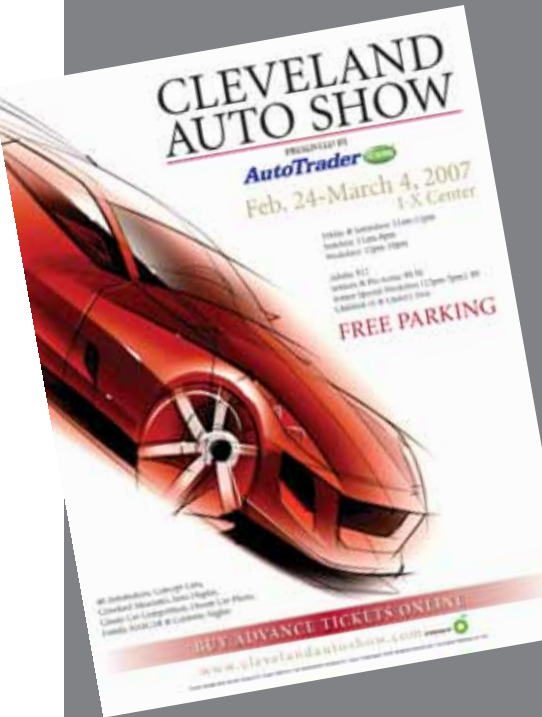
### Record Publishing, Inc.

Aurora Advocate, Bedford Times Register, Cuyahoga Falls News Press, Gateway News, Hudson Hub-Times, Maple Heights Press, News Leader, Stow Sentry, Tallmadge Express and Twinsburg Bulletin

### Chagrin Valley Publishing Company

The Banter, Chagrin Valley Times, Currents, Geauga Times Courier and Solon Times. ■

## GCADA Awards Scholarships to Auto Show Poster Design Winners



The Greater Cleveland Automobile Dealers' Association awarded \$3,850 in scholarships to The Cleveland Institute of Art students competing in the 2007 Cleveland Auto Show Poster Design Competition.

Students Dean Mallory and Casey Swanseger won first place for their collaborative effort on the poster and souvenir program cover. Adam McClelland designed the Classic Car plaque. Honorable Mention recipients included: Josh Greiner, Ruth Kucklick, David Myers, Dan Yee, Ryan Maiback, Craig Bucurel, Dountae Hines Linder, Megan Kern, Peter Vurpillat and Quan Zhou. ■

**CIA**  
THE CLEVELAND  
INSTITUTE  
OF ART  
FOUNDED 1882

## SCION SPICES UP AUTO SHOW DISPLAY



Scion rolls out a new exhibit as the centerpiece of its key U.S. auto shows.

The new vertical display held up to 10 Scion vehicles and featured eight projection screens. The new exhibit gave the Toyota youth brand the chance to stretch out and show off a variety of modified and stock vehicles at each auto show. The exhibit was shown at auto shows in Detroit, Houston, Chicago, Cleveland and New York. ■

## ABC Affiliate Broadcasts Hour-long "Live" Prime Time Special



WEWS NewsChannel 5 (ABC) broadcast "Auto Show '07," a live, one-hour show on Friday, Feb. 23 from the I-X Center. The Cleveland Auto Show special, which aired 8-9 p.m., featured live interviews, taped vignettes and coverage of a "Night of Lights" fundraiser and preview.

That evening, auto dealers and their guests raised more than \$250,000 for the Western Reserve Historical Society, Rainbow Babies & Children's Hospital, and the Epilepsy Association. In addition, dealership employees contributed more than 13,000 pounds of canned food items to the Harvest for Hunger campaign.

Additional Auto Show programming broadcast on Channel 5 included: "Auto Show Preview '07" that was hosted by Angie Lau and featured guest, Gary Adams, GCADA president; and "Kaleidoscope," a public affairs show hosted by Leon Bibb that featured guests: Kathy Wesolowski, injury prevention director, Rainbow Babies & Children's Hospital; Allan Unrein, director, Crawford Auto-Aviation Museum; and Kirt Frye, 2007 Auto Show chairman and president of the Sunnyside Auto Group.

Channel 5's news programming, "Good Morning Cleveland," "Live On 5," and NewsChannel 5 at 6 p.m. and 11 p.m. all featured ample coverage of the 2007 Cleveland Auto Show. ■





*Gary Adams, GCADA president, meets with children from the LeBron James Foundation on Monday, Feb. 26 at the 2007 Cleveland Auto Show. The children were treated to a day out at the Auto Show. The James Family Foundation helps single-parent families improve their lives by empowering them to achieve more through education, employment, and better health initiatives.*

*Mark Nolan, highlights the Ford Airstream concept during WKYC's (NBC) "Channel 3 News" at 7 p.m. on Friday, Feb. 23. The Airstream is equipped with an advanced plug-in hydrogen hybrid fuel-cell drive-train and features recreational vehicle inspiration from the iconic Airstream shape.*



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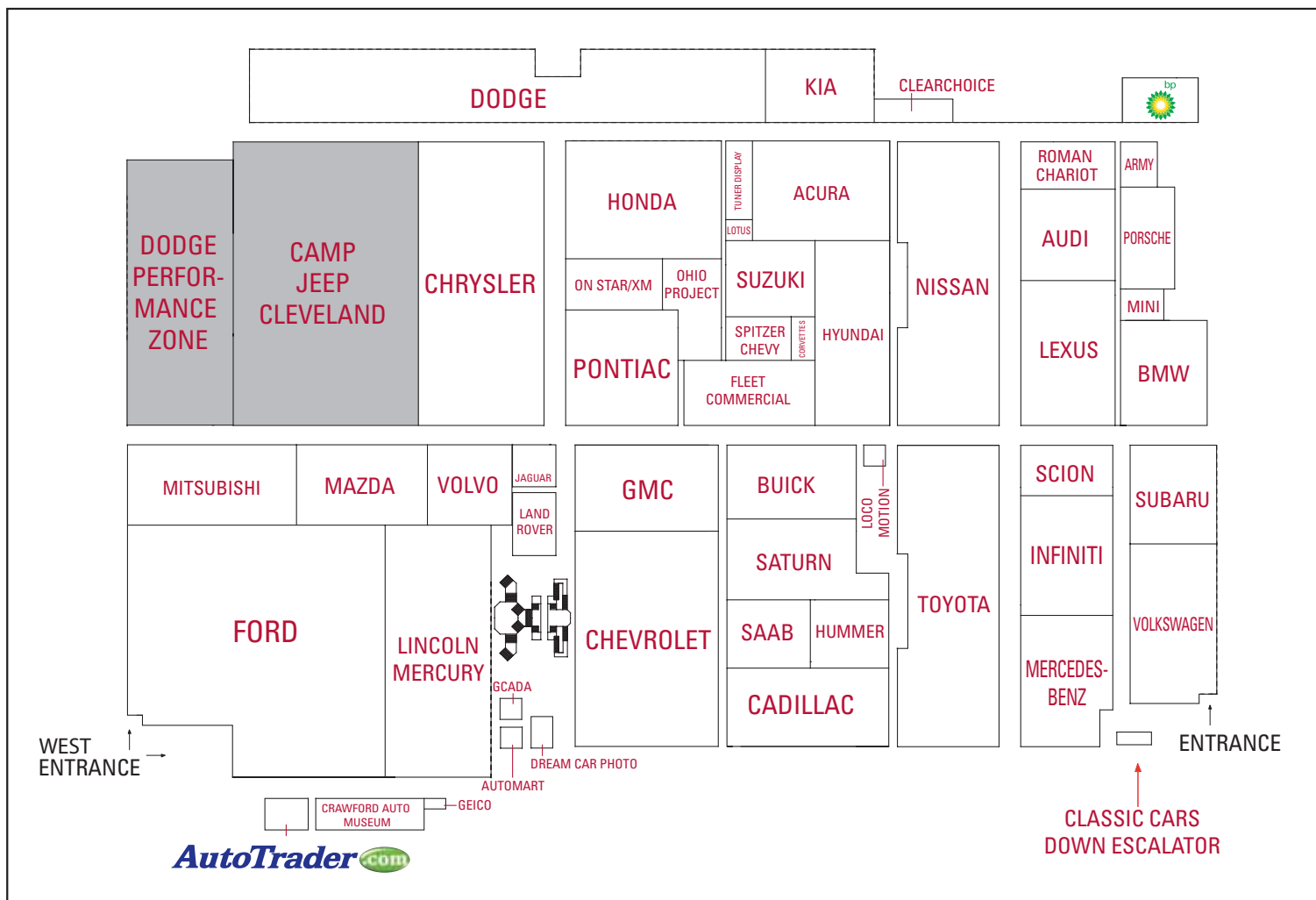
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### 2007 EXECUTIVE COMMITTEE

- KIRT FRYE, chair
- PATRICK NORRIS, co-chair
- RICHARD BASS, immediate past chair/ADEAF president
- GARY ADAMS, GCADA president
- LOU VITANTONIO, operations manager
- ANGELA ANDREWS, coordinator/credentials
- DENNIS ROSE, floor manager
- CONNIE ADAMS, advertising
- CHARLES CYRILL, public relations

## CHRYSLER INSPIRED DRIVE TOUR



## 2007 CLEVELAND AUTO SHOW FLOOR PLAN & RIDE AND DRIVES

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