

CLEVELAND INTERNATIONAL **AUTO SHOW**



Presented by

The Greater Cleveland Automobile Dealers'
Educational Assistance Foundation Inc. &



2004
cleveland
**auto
show**
FEB 28 - MARCH 7
I-X CENTER

ANNUAL EXHIBITORS REPORT

RECORD ATTENDANCE THIS YEAR!



REPORT ON MEDIA, SPECIAL ATTRACTIONS AND EVENTS

www.gcada.org

2004 AUTO SHOW POLL

- Record attendance of 661,030 visitors
- More than 93 percent of attendees reported that the 2004 Greater Cleveland International Auto Show was helpful in making a new-vehicle purchasing decision.
- More than 47 percent surveyed plan to buy or lease a new vehicle within one year.

A Record Number of Vehicle Introductions Glisten Under the 2004 Greater Cleveland International Auto Show Lights

661,030 visitors set an attendance record over a 10-day period



CLEVELAND – While the economy owes its strength to the resiliency of automobile sales and zero-to-low interest financing over the past few years, there's no better marketing medium to spark new vehicle sales than an auto show.

DATES SET FOR 2005 GREATER CLEVELAND INTERNATIONAL AUTO SHOW

The 2005 Greater Cleveland International Auto Show will take place at the I-X Center in Cleveland, Ohio from Friday, February 25 to Sunday, March 6, 2005. Auto Show management will accommodate automakers, dealers and exhibit houses that require additional time to setup and remove their exhibits. "A Night of Lights" Charity Preview Fundraiser takes place Friday, Feb. 25, 2005.

For more information about the 2005 Cleveland Auto Show, please contact the Greater Cleveland Automobile Dealers' Association at 440.746.1500, toll free at 888.740.2886 or email gcada@gcada.org.



The 2004 Greater Cleveland International Auto Show, held Feb. 27 to March 7, introduced northern Ohio's consumers to a record number of exciting new vehicle introductions that showcased advances in automotive design, quality, technology and affordability. Parking was free throughout the show.

The 2004 Cleveland Auto Show set an attendance record of 661,030 visitors over a ten-day period and ignited March 2004 sales. As a result of the show's marketing efforts, special promotions, sizzling incentives and rebates, new-car and truck sales in a 19-county region of northern Ohio increased 7.6 percent in March 2004

compared to the same month a year ago, while 23 brands posting sales increases in March 2004.

"A record number of new production vehicles were introduced to northern Ohio during the 2004 show," said Gary S. Adams, president of the Greater Cleveland Automobile Dealers' Association (GCADA) and the Auto Show's executive director. "In addition, automakers displayed their vehicles and wares in more than 900,000 square feet of exhibit space."

In a 19-county region of northern Ohio – which includes the major cities of Cleveland, Akron, Canton, Youngstown, Lorain, Sandusky, Mansfield, and Ashtabula – 245,880 new vehicles were purchased or leased in 2003, accounting for 1.5 percent of total U.S. auto sales. Nationwide, 16,675,704 vehicles were sold in 2003.



Gary S. Adams, GCADA president, prepares for a "live" interview on the Lincoln Aviator Concept with Angie Lau, WEWS NewsChannel 5 (ABC affiliate) reporter on Feb. 27, 2004 at the Greater Cleveland International Auto Show.



Angela Bennett, Lincoln product specialist, talks to the media about the Lincoln Mark X Concept during the 2004 Greater Cleveland International Auto Show.

For northern Ohio consumers shopping for a new-car, truck, SUV, CUV, minivan, conversion or hybrid, there's was no better place than the 2004 Cleveland Auto Show, which featured more than 800 vehicles in state-of-the-art exhibits.

Visitors to the show also caught a firsthand glimpse of concept vehicles and production vehicles before they arrived in dealer showrooms. Visitors also had a chance to win outright a 2005 Chrysler PT Cruiser Convertible and 2004 Toyota Camry Solara Convertible.

In addition, there was plenty of entertainment for the entire family ranging from Jeep® Fisher Price Power Wheels® giveaways on Family Day, Monday, March 1; autograph signings with Cleveland Brown's Head Coach Butch Davis and Tim Couch, quarterback, during Celebrity Night at the Auto Show's "Team Chevy" display, and Carlos Boozer and J.R. Bremer of the Cleveland Cavaliers from the Dodge Display on Tuesday, March 2; and NASCAR Night on Wednesday, March 3 with NASCAR Nextel Cup and Busch Series driver, Greg Biffle, and NASCAR Craftsman Truck Series drivers, Carl Edwards, winner of the crash-filled Florida Dodge Dealers 250 on Feb. 13, 2004 at Daytona International Speedway, and Jon Wood in the Ford Motor Company Display.

New Vehicle Sales Surge 7.6% in March 2004; 23 Brands Post Gains in March 2004

Thawing frigid sales during the first two months of 2004, new vehicle sales ignited in March 2004 – increasing 7.6 percent in a 19-county region of northern Ohio. Sales were sparked by special Cleveland Auto Show promotions, warming seasonal weather, and overall improving economic conditions.

Twenty-three (23) brands – Acura, BMW, Buick, Cadillac, Chevrolet, GMC, Honda, Hyundai, Infiniti, Isuzu, Jaguar, Jeep, Kia, Land Rover, Lexus, Lincoln, Mazda, Mercedes-Benz, Mercury, Nissan, Pontiac, Suzuki and Toyota – posted sales increases in March 2004.

"There's nothing like an auto show to ignite sales and kickoff the spring selling season in northern Ohio," said Gary S. Adams, president of the Greater Cleveland Automobile Dealers' Association, which represents 236 franchised motor vehicle dealerships.

"We expect the sales momentum to continue because consumer confidence is improving, zero-to-low interest financing deals are still running at near-record levels, and a slew of new, exciting 2005 vehicle models have yet to arrive in dealer showrooms."

23 BRANDS POST SALES INCREASE IN MARCH 2004 IN A 19-COUNTY OF NORTHERN OHIO

The Cleveland Auto Show ran Feb. 28 – March 7, 2004

	MARCH 2004	MARCH 2003	% CHANGE
ACURA	176	132	33.3%
BMW	200	153	30.7%
BUICK	984	855	15.1%
CADILLAC	376	338	11.2%
CHEVROLET	4,236	3,587	18.1%
GMC	626	537	16.6%
HONDA	1,930	1,692	14.1%
HYUNDAI	514	508	1.2%
INFINITI	81	79	2.5%
ISUZU	28	17	6.5%
JAGUAR	56	33	69.7%
JEEP	713	594	20.0%
KIA	256	209	22.5%
LAND ROVER	47	22	113.6%
LEXUS	276	269	2.6%
LINCOLN	161	142	13.4%
MAZDA	304	195	55.9%
MERCEDES-BENZ	123	116	6.0%
MERCURY	556	449	23.8%
NISSAN	601	407	47.7%
PONTIAC	1,448	1,296	11.7%
SUZUKI	99	76	30.1%
TOYOTA	1,836	1,669	10.0%

TOP-10 SELLING BRANDS IN MARCH 2004 IN A 19-COUNTY REGION OF NORTHERN OHIO

The Cleveland Auto Show ran Feb. 28 – March 7, 2004

	NEW CAR & TRUCK BRANDS	2004 UNITS PURCHASED/ LEASED	2003 UNITS PURCHASED/ LEASED
1	CHEVROLET	4,236	3,587
2	FORD	3,813	3,898
3	HONDA	1,930	1,692
4	TOYOTA	1,836	1,669
5	PONTIAC	1,448	1,296
6	DODGE	1,359	1,508
7	BUICK	984	855
8	CHRYSLER	860	882
9	JEEP	713	594
10	GMC	626	537

Sales data is based on Ohio Bureau of Motor Vehicle Registration Reports of consumers residing in a 19-county region of northern Ohio. The counties include: Ashland, Ashtabula, Coshocton, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas, and Wayne.

OFFICIAL AUTO SHOW PROGRAM REACHES VEHICLE SHOPPERS

Your avenue to more than 600,000 prospects

New vehicle sales in a 19-county region of northern Ohio account for more than 1.5 percent to total U.S. vehicle sales. Is there a better way to reach potential customers than an auto show? That is why a persuasive print advertisement in the official 2005 Greater Cleveland International Auto Show program helps shoppers make the right purchasing decision every time.



The 2005 Cleveland Auto Show program will contain more information than ever with a new

format. It's a lasting

automotive reference for consumers. It represents one of the best advertising mediums and investment in northern Ohio's retail-automobile industry during the Auto Show.

The 2004 program had a record number of print advertisements placed. Twenty-three (23) automakers reported new vehicle sales increases in March 2004.

The program contains a new-car and -truck buyers guide that lists every car, truck, minivan, SUV, CUV and hybrid with color photos and space to write notes, complete dealership directory, editorial content, a floor plan map, and much more. For more information about placing an ad in the 2005 Cleveland Auto Show program, please contact GCADA at 440.746.1500 or toll free at 888.740.2886.

NHTSA & Cleveland Auto Dealers Kickoff the 2004 Auto Show with Safety Conference Occupant Safety, Child Seat Restraints & Teen Driving



Otis G. Cox, Jr. (right), NHTSA's deputy administrator, and Dr. Walter Chwals (center), pediatric trauma center director, Rainbow Babies & Children's Hospital, present "Saved by the Belt" and "Saved by the Child Restraint" awards to the Apanovitch family on Feb. 26, 2004.

The National Highway Traffic Safety Administration (NHTSA), DaimlerChrysler Corporation, the Greater Cleveland Automobile Dealers' Association (GCADA), and Rainbow Babies and Children's Hospital, discussed the latest research, technology and safeguards regarding occupant safety, child seat restraints and teen driving to help reduce injuries and fatalities during a safety conference held Thursday, Feb. 26, 2004

during the Greater Cleveland International Auto Show's Media Days.

"I am happy to be here in Cleveland with our long-standing safety partners who are as committed to child passenger safety as we are at the Department of Transportation and the National Highway Traffic Safety Administration," said Otis G. Cox, Jr., deputy administrator, NHTSA. "We are thankful to our auto dealerships that have been educating and showing our consumers the correct use of child safety seats and booster seats. We are grateful for events such as the one today and the ongoing promotional and inspection activities at your locations."

A recent NHTSA survey and booster seat misuse study has revealed that 73 percent of all child restraints are improperly used, which exposes children to an increased risk of injury or death. Motor vehicle crashes are the leading killer of children 4 to 14. The majority of these cases have involved a child who was not properly secured while traveling in a vehicle.

Rainbow Babies & Children's Hospital invited parents and their children of different sizes and ages to demonstrate the different steps necessary to protect children in vehicles as they grow and how they should be properly fitted in booster seats and restraints.

"Tragic news reports about traffic and highway accidents and fatalities serve as a daily reminder how vulnerable we can be in our vehicles traveling to and from life's necessary activities in our ever-growing, mobile society," said Gary S. Adams, GCADA president and the Auto Show's executive director. "It's refreshing to know that today's vehicles are becoming safer every day."

Luis Morais, senior manager of safety planning and programs, DaimlerChrysler Corp., provided a brief safety overview and offered details on the company's safety programs, like the Road Ready Teens program and proper booster seat installation.

Road Ready Teens provides parents of teenagers learning to drive – or those who've just begun to drive – with tips and tools to ease their teens into driving. With Road Ready Teens, teenagers are able to gain critical experience and driving maturity first before they face higher risk situations.

"Driving and vehicle safety is something that should concern every driver on the road, as it concerns our new-car and -truck dealer body," said 2004 Cleveland Auto Show Chairman, Gary Panteck, president of Brunswick Auto Mart (Chrysler, Jeep, Toyota) during the safety conference. "The good news is that vehicles manufactured today are much safer than they were 30 years ago. But through it all, the best way to cut down on tragic deaths and injury is still to get in the habit of buckling up and securing our children properly in child safety seats and booster seats."

"I am grateful to all of you in this room, and in particular, the auto dealers for putting life into this campaign and for bringing child passenger safety issues to the forefront," Mr. Cox concluded. "We know that together we're making a real difference, not only in the lives of the people of Ohio, but for the entire country."

Automakers Show Off Mettle During Cleveland Auto Show's Media Days

During the Auto Dealer/NHTSA Safety Conference held Thursday, Feb. 26, 2004 in cooperation with DaimlerChrysler Corporation and Rainbow Babies and Children's Hospital, a 2005 Chrysler Town & Country with Stow-n-Go Seating was used for booster seat demonstrations. The Plain Dealer, WEWS NewsChannel 5 (ABC affiliate), and WOIO 19 (CBS affiliate)/WUAB 43 covered this important, potentially life-saving and injury-prevention media event.

To honor Gary Panteck, Auto Show chairman, GCADA immediate past chairman, and president of Brunswick Auto Mart (Chrysler, Jeep and Toyota), the official vehicles of the 2004 Greater Cleveland International Auto Show were the 2004 Chrysler Pacifica, 2004 Jeep Grand Cherokee and 2004 Toyota Tundra Double Cab Pickup. In addition, a 2005 Chrysler PT Cruiser Convertible and 2004 Toyota Camry Solara Convertible were given away to two lucky visitors on Sunday, March 7, 2004 at the conclusion of the ten-day show.



Gary Panteck (left), 2004 Auto Show chairman and president of Brunswick Auto Mart, and Gary E. Dilts (center), senior vice president of sales, Chrysler Group, discuss "A Night of Lights" Charity Preview Fundraiser with Adam Shapiro of WEWS NewsChannel 5 (ABC affiliate) on Feb. 27, 2004.

**AUTO SHOW TICKETS
AVAILABLE ONLINE**
*Why wait in line,
when you can buy
tickets online?*

**Buy Advance Auto Show
Tickets Online at
www.clevelandautoshow.com**

Tickets for the 2004 Greater Cleveland International Auto Show were available for advance purchase online for the first time in show history. Once purchased, "E-tickets" can be printed immediately for redemption at the show. Online tickets can be purchased and printed from the comfort of your own home, office or library by clicking the "Purchase E-Tickets" link on the official 2005 Cleveland Auto Show Web site www.clevelandautoshow.com.

**"FREE PARKING"
BOOSTS SHOW
ATTENDANCE**

The I-X Center has its own private parking facility with ample parking to accommodate the largest crowds. For the last eight years, GCADA has provided auto show enthusiasts with free parking during the show.

A GCIAS exit survey revealed that about 80 percent of attendees knew in advance that parking was free. About 81 percent of those surveyed reported that free parking influenced their decision to attend the show.

In 2005, the show will feature free parking once again!

Media Days Reveal Northern Ohio's Strong Contributions to Automotive Manufacturing & Design

From automotive manufacturing to automotive design, the 2004 Greater Cleveland International Auto Show's Media Days – held Thursday, Feb. 26 and Friday, Feb. 27 – highlighted northern Ohio's strong contributions to the automotive world.

2005 Chevrolet Cobalt Reshapes Northern Ohio Auto Making

Cobalt replaces Cavalier at General Motors' Lordstown Plant



Phil Zak, lead designer of the 2005 Chevrolet Cobalt and a 1988 graduate of the Cleveland Institute of Art, discusses his design work on the Cobalt during Media Days at the 2004 Cleveland Auto Show on Feb. 27, 2004.

General Motors Corp. held a media conference Friday, Feb. 27, 2004 introducing the 2005 Chevrolet Cobalt to northern Ohio and highlighted its economic impact to the region. The Cobalt will be built in Lordstown, Ohio and replaces the Cavalier. In addition, Brent Dewar, general manager, Chevrolet Division, unveiled the 2005 Chevrolet Corvette Convertible on Tuesday, March 2, 2004 at the Auto Show, making its North American debut.

Lead designer of the Cobalt, Phi Zak, a 1988 graduate of the Cleveland Institute of Art, joined Peter Langenhorst, Cobalt marketing director; Maureen Midgley, Lordstown plant manager; Ben Strickland, UAW 1112 shop chairman; Jim Graham, UAW 1112 president; Ken Padgett, UAW 1714 shop chairman; and Jim Kaster, UAW 1714 president during the media event.

"Our design approach on the Cobalt was to keep the exterior sheet metal clean and uncluttered, with a tailored, refined execution, giving the vehicle a premium exterior feel and appearance," Zak said. "The exterior surfaces also enabled us to design an SS series with bolder fascias and rockers, giving them a lowered, more aggressive look."



Walt Rokocki, Cobalt Lordstown launch manager; Ben Strickland, UAW Local 1112 shop chairman; Jim Graham, UAW Local 1112 President; Maureen Midgley, Lordstown plant manager; and Jim Kaster, UAW Local 1714 President take part in the 2005 Chevrolet Cobalt media conference on Feb. 27, 2004.



Laura Stoop, Mercury Mariner brand manager, discusses the economic impact of the 2005 Mercury Mariner in Northeast Ohio with Lou Maglio, WJW Fox 8 reporter. The Mariner will be built at Ford Motor Co's Ohio Assembly Plant in Avon Lake.

Ford Motor Company Unveils Its "Year of the Car"

Continuing the media events on Friday, Feb. 27, 2004, Ford Motor Company offered an overview on its northern Ohio regional operations, in addition to previewing its "Year of the Car" program, which was presented by Martin Collins, general marketing manager, Ford Division. Steve Crowell, regional manager, Lincoln Mercury; and Laura Stoop, Mercury Mariner brand manager, provided insight into the resurgence and momentum of its Lincoln Mercury brand by announcing that the company will increase manufacturing capacity in northern Ohio with the assembly of the 2005 Mercury Mariner, which will be built at Ohio Assembly in Avon Lake, Ohio.

The engines that power the 2005 Ford Five Hundred, 2005 Ford Freestyle and 2005 Mercury Montego will be built in Brook Park, Ohio at Engine Plant Number One.



Akron-native Patrick Schiavone, design director, Ford Tough Truck Division, talks to the media about the Ford Bronco Concept.

Akron-native, Patrick Schiavone, North American Design Director, Ford Motor Company's Tough Truck Division, discussed some concepts, like the Ford Bronco with the media. Kim Pilitsis was available to demonstrate the 2004 Mercury Monterey Mobility vehicle and discuss how Ford is offering options for physically challenged drivers through its Mobility Motoring program.



Kimarie DuFort, Ford Motor Co. product specialist, narrates the finer points of the 2005 Ford GT during the 2004 Greater Cleveland International Auto Show.



The 2005 Ford Mustang GT draws big crowds throughout the 2004 Cleveland Auto Show.

EXTRA, EXTRA

- Making a good Corvette better
– *The Plain Dealer* 1.1.04
- Brook Park powers Ford's 'Year of the Car'
– *The Plain Dealer* 1.4.04
- Chrysler stresses Safety with style
– *The Plain Dealer* 1.8.04
- The North American International Auto Show, All eyes on Detroit
– *The Plain Dealer* 1.11.04
- Lincoln moves to center stage
– *The Plain Dealer* 1.22.04
- Auto show set to roll
– *The Plain Dealer* 1.26.04
- A Record Number of New Vehicles Make Northern Ohio Debut
– *Sun Newspapers* 2.5.04
- Car show stops in Cleveland
– *Akron Beacon Journal* 2.17.04
- Cobalt to be displayed at Cleveland Auto Show
– *Warren Tribune-Chronicle* 2.18.04
- Cleveland, Geneva get first peek at Corvette
– *The Plain Dealer* 2.19.04
- Mercury Rising? Avon Lake-built Mariner is key to Ford's hope for resurgence of the brand
– *The Plain Dealer* 2.20.04
- Auto Show tickets online
– *Crain's Cleveland Business* 2.23.04
- Auto Show visitors will see more than ever
– *The Plain Dealer* 2.23.04
- Spoiler Alert
– *Scene* 2.25.04
- A strong showing
– *The Plain Dealer* 2.26.04
- This "showcase" to hit high gear
– *Sun Newspapers* 2.26.04
- A strong showing, Cleveland exhibit is more complete than most held nationwide
– *The Plain Dealer* 2.26.04

Media Coverage – Firing On All Cylinders!



Scott Newell, anchor/reporter, WKYC-TV Channel 3 (NBC affiliate) prepares for a "live" talk back and review of 2005 Dodge Ram SRT-10 with a Viper engine.

The 2004 Greater Cleveland International Auto Show's promotion efforts were once again solid, which resulted in an attendance record of 661,030 visitors over a 10-day period as well as boosting new vehicle sales in March 2004 by 7.6 percent in a 19-county region of northern Ohio. Twenty-three (23) brands posted sales increases in March 2004 as a result of the Auto Show. In addition, a single-day attendance record of 87,977 was set on Saturday, March 6, 2004.

"The automotive industry recognizes the Greater Cleveland International Auto Show as one of the top-five shows in the United States," said Gary Panteck, Auto Show chairman and

president of Brunswick Auto Mart. "New car and truck sales in a 19-county region of northern Ohio account for about 1.5 percent of total U.S. sales."

The promotional efforts of the Greater Cleveland Automobile Dealers' Association (GCADA), dealer line groups, auto industry and media partners were well balanced and boosted overall media impressions. The communications plan of advertising and public relations in newspaper, television, radio and Internet mediums introduced shoppers to a slew of new, exciting production vehicles seen for the first time at the Auto Show. Most important, consumer traffic increased at dealer showrooms and subsequently boosted new vehicle sales throughout the region.

"When you stop and think about it, is there a better marketing medium than an auto show?" said Gary S. Adams, GCADA president and the Auto Show's executive director. "We had a record number of new production vehicles that were introduced to northern Ohio for the first time at the 2004 show and several press events that warranted an abundance of news media coverage."

According to North Coast News Clips, a television monitoring service, 150 stories were broadcast from Feb. 20 to March 8, 2004. The total Nielsen audience was 16,300,556 with a total run time of 4 hours and 25 minutes. The 30-second advertising equivalency was valued at about \$60,000. In addition, WEWS NewsChannel 5 (ABC affiliate) aired about 1 hour and 45 minutes of special Auto Show programming.

PRINT IMPRESSIONS

Total Circulation	26,654,875	Net Print Impressions	61,306,212
Total Publications	72	Gross Print Impressions	87,961,087

SUBJECT OF NEWSPAPER REPORTS

Manufacturer Product	55%	Greater Cleveland Auto Show	45%
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As a special media partner with the show, WEWS NewsChannel 5 (ABC) aired *Auto Show '04*, a 30-minute special that aired Saturday, Feb. 21, 2004. The special featured 24 of the hottest production and concept vehicles slated for the show. WEWS also welcomed GCADA members and friends on *Kaleidoscope*, a weekly public affairs program that deals with diversity in the business community. The program aired Sunday, Feb. 22, 2004.



Patrick Norris (left), GCADA treasurer, discusses career opportunities available at auto dealerships with WEWS NewsChannel 5 (ABC affiliate) Anchor/Reporter, Leon Bibb, host of Kaleidoscope. The program aired Feb. 18, 2004.

WEWS NewsChannel 5 Host, Leon Bibb of *Kaleidoscope* welcomed Ted Sherron, vice president for marketing and public relations, Cleveland Institute of Art. Mr. Sherron discussed the school's renowned industrial design department and its influences and shape on worldwide automotive design. CIA's legacy was evident on several production and concept vehicles slated for the Auto Show, like the 2005 Chevrolet Corvette (Kirk Bennion, 1984), 2005

Chevrolet Cobalt (Phil Zak, 1988), Jeep® Rescue Concept (Dan Zimmerman, 1996), and Saturn Curve Concept (Nicho Vardis, 1999) to name just a few...

GCADA Board Member, Michelle Primm, general manager of Cascade Automotive Group (Audi, Mazda, Porsche, Subaru) in Cuyahoga Falls, Ohio, discussed opportunities for women in the retail-automobile industry. Interestingly enough, females make more than 50 percent of new vehicle purchasing decisions, so it makes sense to hire more female sales consultants, she said.

Patrick Norris, GCADA treasurer, was the final guest on *Kaleidoscope*. Mr. Norris exemplifies being a successful auto dealer as well as a steward of his community. As an honorary committee member of the 2004 Cleveland Auto Show's "A Night of Lights" Charity Preview Fundraiser, held Friday, Feb. 27, 2004, Mr. Norris highlighted the significant contributions dealers make to the community, including raising funds for the Epilepsy Association, March of Dimes, and Crawford Auto-Aviation Museum.

Mr. Norris was recipient of the 2004 *TIME Magazine* Quality Dealer Award (TMOQA). The announcement was made in Las Vegas at the National Automobile Dealers' Association (NADA) convention in February 2004. Mr. Norris owns and operates Norris Auto Mall (Buick, Cadillac, Dodge, Pontiac) and Norris Motor Sports in Medina, Ohio (Honda, Kawasaki, Suzuki, Yamaha); Norwalk Chrysler Jeep Dodge and Norwalk Motor Sports in Norwalk (Kawasaki, Yamaha); and Norris Chevrolet Buick and Norris Chrysler Jeep Dodge in Burbank, Ohio.

In addition, WEWS NewsChannel 5 also broadcast "live" in primetime during "A Night of Lights" Charity Preview Fundraiser on Friday, Feb. 27, 2004. The show featured several taped vignettes as well as live interviews with Gary E. Dilts, senior vice president of sales, Chrysler Group; Gary S. Adams, GCADA president; Gary Panteck, Auto Show chairman; and Ford Product Specialist, Kimarie DuFort, to name just a few ...

Weekend coverage was anchored by WKYC-TV Channel 3's (NBC affiliate) *Morning Show*, which is one of the highest rated NBC weekend shows in the country.



The Plain Dealer published two special Auto Show sections over the course of the nine-day public show.

ClearChannel

Communications Inc.'s WTAM Newsradio 1100 AM covered the show with several live talkback interviews with John Elway, auto dealer and Pro Football Hall of Fame quarterback from the Denver Broncos and Gary S. Adams, GCADA president, as well as a number of radio news reports during the media events on Friday, Feb. 27, 2004 and reports throughout the show on the economy, auto show updates, and rising gas prices.

Several area newspapers published special Auto Show tab sections, which included: *The Plain Dealer*, *Sun Newspapers*, *Medina Gazette*, *Willoughby News-Herald*, *Elyria Chronicle-Telegram*, and *Record Publishing*.

EXTRA, EXTRA

CONTINUED

- Tickets online saves you time
– *Sun Newspapers* 2.26.04
- There's always something new in store at the Auto Show
– *Sun Newspapers* 2.26.04
- Map that personal route to Auto Show enjoyment
– *Sun Newspapers* 2.26.04
- On lookout for speed? Porsche hits fast track
– *Sun Newspapers* 2.26.04
- Aggressive introductions achieve 'Year of the Car' notice for Ford 2.26.04
- More room, expansive designs are signaling a "large" move by Kia
– *Sun Newspapers* 2.26.04
- Jeep wrangles change for the better
– *Sun Newspapers* 2.26.04
- See top stars, not just cars
– *Sun Newspapers* 2.26.04
- Chevrolet rolls toward "American Revolution"
– *Sun Newspapers* 2.26.04
- Plan route wisely to make the most of Auto Show visit
– *Sun Newspapers* 2.26.04
- Lexus ... driving in the lap of luxury
– *Sun Newspapers* 2.26.04
- Classy developments carry Chrysler stamp
– *Sun Newspapers* 2.26.04
- Start your engines!
– *Willoughby News-Herald* 2.27.04
- Government pushes to improve car safety
– *The Plain Dealer* 2.27.04
- Get revved up for the annual auto show
– *Cleveland Jewish News* 2.27.04
- GM Cobalt to the rescue
– *Akron Beacon Journal* 2.28.04
- Designer kept Lordstown rolling
– *The Plain Dealer* 2.28.04

- Cobalt will drive Lordstown plant to a sure future
– *The Plain Dealer* 2.28.04
- Ohio Assembly to roll out Mercury Mariners in August
– *Lorain Morning Journal* 2.28.04
- Plant gets set to build test Cobalts
– *Youngstown Vindicator* 2.28.04
- Ohio is key for Ford
– *Elyria Chronicle-Telegram* 2.28.04
- Auto show crew keeps 'em shiny
– *Elyria Chronicle-Telegram* 2.28.04
- A Visitor's Guide to the Show
– *Medina Gazette* 2.28.04
- Showcasing northern Ohio's manufacturing impact
– *Willoughby News-Herald* 2.29.04
- Navigating the auto show
– *The Plain Dealer* 2.29.04
- Hot to trot, High-speed testing with the Mustang team
– *The Plain Dealer* 2.29.04
- Law helps you make lemonade out of a lemon
– *The Plain Dealer* 2.29.04
- Only Cleveland, Geneva showing this pop-top
– *The Plain Dealer* 2.29.04
- Turn your auto show lust lists into usable car ratings
– *The Plain Dealer* 2.29.04
- A new role for concept cars
– *The Plain Dealer* 2.29.04
- All-wheel drive migrates down into machines for the masses
– *The Plain Dealer* 2.29.04
- Buick unveils the LaCrosse sedan as a youthful alternative
– *The Plain Dealer* 2.29.04
- Chrysler to change PT Cruiser, but needs to decide just how much
– *The Plain Dealer* 2.29.04

Auto Dealers' Hosts "A Night of Lights" Charity Preview Fundraiser at the Auto Show

On the eve of the 2004 Greater Cleveland International Auto Show's public opening, the Greater Cleveland Automobile Dealers' Association (GCADA) hosted its 5th Annual "A Night of Lights" Charity Preview Fundraiser to benefit the Epilepsy Association, March of Dimes and the Crawford Auto-Aviation Museum on Friday, Feb. 27, 2004. The event raised \$220,000 for the three organizations.



Kimarie DuFort discusses her career as a product specialist/narrator with Brad Harvey during WEWS NewsChannel 5's (ABC) "live" primetime special Auto Show '04 on Feb. 27, 2004.

Tickets to the event cost \$250 per person (\$175 was tax-deductible). Guests dined on lavish buffets, bid on auction items, and previewed the 2004 Auto Show before it opened to the public on Saturday, Feb. 28, 2004. The live auction featured a restored 1971 Plymouth Roadrunner. Over the past five shows, GCADA has raised \$820,000 for local charities and organizations.

WEWS NewsChannel 5 (ABC Affiliate) broadcast "live" *Auto Show '04* during an hour-long primetime special during "A Night of Lights" Charity Preview Fundraiser. Auto Show Chairman, Gary Panteck, and Gary E. Dilts, senior vice president of sales, Chrysler Group, who is responsible for all car and truck sales, dealer development, customer field operations and retail strategies, were interviewed "live" during the primetime special.



Ed Pershey and James Schoff of the Western Reserve Historical Society take part in the night's festivities on Friday, Feb. 27, 2004.

Gary Panteck, president of Brunswick Auto Mart (Chrysler, Jeep, Toyota), chaired the fundraiser. The honorary committee included Gary S. Adams, GCADA president; Fred Baker, GCADA chairman and president of Fred Baker Porsche/Audi; Richard Bass, GCADA first vice chairman and president of Bass Chevrolet; Kirt Frye, second vice chairman and president of Sunnyside Automotive Group; Patrick Norris, GCADA treasurer and president of Norris Auto Mall; Michael Lally and brother, Patrick Lally of Tim Lally Chevrolet; Jerry and Marilyn Schneider of Metro Toyota/Metro Lexus; Jim Schoff, Western Reserve Historical Society (WRHS), chairman; Dean Mueller and James Conant, WRHS board members; Cindy Steeb, Dave Sunderhaft; Stefani Schaefer, WEWS NewsChannel 5; and Tim Taylor, WJW Fox 8.



Fred Baker (right), president of Fred Baker Porsche/Audi, his wife, Jayne; daughter, Samantha; and son-in-law, John Jurcevic, toast the fundraising efforts of "A Night of Lights."



CURRENTS/KATHRYN RIDDLE

Stephanie and Allegra Bass with their father, Richard Bass, president of Bass Chevrolet, and Cindy Steeb, Epilepsy Foundation board member, embrace during "A Night of Lights."

The generous sponsors of "A Night of Lights" – Bank One, Fifth Third Bank, FirstMerit Bank, Huntington National Bank, and National City Bank – made it possible for Cleveland Auto Show Charities to donate 100 percent of the proceeds from the fundraiser.

Later that same evening, dealership employees and their families donated a record 18,826 pounds of canned food items to Harvest for Hunger – a month-long campaign that raises food and money. Over the past five shows more than 83,000 pounds of canned food items have been collected in single day collections.



GEORGE SHUBASJUN NEWSPAPERS

Gary S. Adams, GCADA president and Gary E. Dilts, senior vice president of sales, Chrysler Group, enjoy "A Night of Lights" Charity Preview Fundraiser at the 2004 Cleveland Auto Show.



GEORGE SHUBASJUN NEWSPAPERS

Jim Herrick, president of Liberty Auto Group and Richard Bass, president of Bass Chevrolet celebrate the Auto Show's fundraiser



GEORGE SHUBASJUN NEWSPAPERS

Jennifer Fogliano, Kimberly and Ron Leikin, president of Leikin Motor Companies, display one of the silent auction items during the Auto Show's Charity Preview party.

- Europeans bet on small cars in U.S. to lure next generation – *The Plain Dealer* 2.29.04
- Fun in small packages – *The Plain Dealer* 2.29.04
- Separating the wants from the must-haves – *The Plain Dealer* 2.29.04
- The best and the brightest from the Buckeye State – *The Plain Dealer* 2.29.04
- You've got to be kidding department: Historic losers in the car name game – *The Plain Dealer* 2.29.04
- Talk like a gearhead: a primer on automotive lingo – *The Plain Dealer* 2.29.04
- Use of new-car leasing expected to rebound – *The Plain Dealer* 2.29.04
- Insurance, U.S. tests stress different types of crashes – *The Plain Dealer* 2.29.04
- Design of auto show reveals how important a vehicle it is – *The Plain Dealer* 2.29.04
- Early powertrains displayed at show – *The Plain Dealer* 2.29.04
- 2 cars will be given away – *The Plain Dealer* 2.29.04
- Only Cleveland, Geneva showing this pop-top – *The Plain Dealer* 2.29.04
- Automaker show off new designs in Cleveland – *Record Publishing* 2.29.04
- Design of auto show reveal how important a vehicle it is – *The Plain Dealer* 2.29.04
- The neat, the fleet take Auto Show bows – *The Ohio Motorist* 3.1.04

- Tuesday is Celebrity Night
– *Medina Gazette* 3.1.04
- Now Showing... A Small Car Revival
– *Medina Gazette* 3.2.04
- Couch is calm as Henson arrives
– *The Plain Dealer* 3.3.04
- Area Car Dealers Strut Their Stuff, Chevy Unveils 2005 Corvette Convertible as Cleveland Auto Show Gets Sales in Gear...
– *Akron Beacon Journal* 3.3.04
- Davis still vague on Couch
– *Willoughby News-Herald* 3.3.04
- No decision yet
– *Elyria Chronicle-Telegram* 3.3.04
- Auto show preview at I-X Center puts gas in three charities' tanks
– *The Plain Dealer* 3.3.04
- King of the road
– *Record Publishing* 3.3.04
- Money decides Couch's future
– *Akron Beacon Journal* 3.3.04
- 2 cars will be given away
– *The Plain Dealer* 3.4.04
- A few wrong turns on the road to success
– *The Plain Dealer* 3.4.04
- A movable feast: Vehicles we should care about
– *The Plain Dealer* 3.4.04
- A question of degree: How much truck should be in your SUV?
– *The Plain Dealer* 3.4.04
- Ford promises a hybrid for mileage-watching SUV enthusiasts
– *The Plain Dealer* 3.4.04
- Not sporty or sexy, these cars serve families well
– *The Plain Dealer* 3.4.04
- The best and the brightest from the Buckeye State
– *The Plain Dealer* 3.4.04

Lorain County JVS Students Win 2004 Auto Tech Competition at the Greater Cleveland International Auto Show

Auto Techs Place in Highest Position in GCADA History at National Competition

New York City – Representing the Greater Cleveland Automobile Dealers' Association, Clint Thomas and Jamey Reynolds, seniors from Lorain County JVS, finished in the highest position in GCADA history at the National Automotive Technology Competition held April 13 – 14 during the 2004 New York International Auto Show. The Lorain County JVS automotive instructors are Clyde Haefele and Darin Lewis. The team was sponsored by GCADA and represented Team BMW at the national competition.



Clint Thomas (left) and Jamey Reynolds from Lorain County JVS record adjustments at a workstation during the 12th Annual Automotive Technology Competition, held during the 2004 Cleveland Auto Show.

"We are committed to supporting talented students and educators in the field of automotive service technology," said Gary S. Adams, GCADA president. "Auto tech competitions highlight this complex, computer-oriented profession, the need for auto techs, and supports young students with scholarships as they move toward a career in the retail automobile industry."

In addition to winning an "all expenses paid" trip to New York City, Thomas and Reynolds both won full two-year scholarships to either Cuyahoga Community College, Ohio Technical College, University of Northwestern Ohio, or Stark State College of Technology after winning the 2004 Greater Cleveland International Auto Show's 12th Annual Auto Tech Competition held Sunday, Feb. 29, 2004.

Following a rigorous written test of automotive skills, conducted by the Cuyahoga Community College Department of Automotive Technology, five-paired finalists tested their troubleshooting skills in a hands-on 'dealership service bay' on Sunday, Feb. 29, 2004 during the 12th Annual Automotive Technology Competition at the 2004 Greater Cleveland International Auto Show.

The Auto Tech Competition is an opportunity to showcase GCADA's year-round commitment to enhancing the image of this profession, while providing \$30,000 in college scholarships to the top-four teams and addressing the auto tech shortage here at home in northern Ohio.

Here are the complete results from the teams competing in the hands-on automotive technology competition during the 2004 Greater Cleveland International Auto Show:

RESULTS	SCHOOL	STUDENTS	INSTRUCTOR	COUNTY
1st	Lorain County JVS	Jamey Reynolds Clint Thomas	Mr. Clyde Haefele	Lorain
2nd	Trumbull Career & Technical	Jake Davis Bob Taylor	Mr. Dave Gillies	Trumbull
3rd	Mentor High School	Todd Semega Thomas Delong	Mr. Jim Mazzeo	Lake
4th	Sentinel Career Center	Josh Mantz Jacob Richards	Mr. Jody Keegan	Seneca
5th	Polaris Career Center	Adam Spreng Paul Rossman	Mr. Bob Yuravak	Cuyahoga

"Family Day" at the Auto Show; Seven Jeep® Fisher Price Power Wheels, Meet Cleveland Indians' Mascot "Slider"

In an attempt to build attendance by drawing nontraditional attendees to the 2004 Greater Cleveland International Auto Show, "Family Day" was scheduled on Monday, March 1, 2004. Eight Fisher Price Jeep® Power Wheels were given away in hourly drawings from 2 p.m. to 8 p.m.; and a special appearance by Cleveland Indians' mascot, Slider, were among the many highlights planned for Family Day. In addition to the FREE PARKING featured throughout the show, Family Day admission was FREE to all children 15 and under when accompanied by a parent or guardian.

Other special Family Day festivities included *The Plain Dealer* Fun Bunch, face painters, roaming magicians and much, much more. Family Day is a unique opportunity for parents and children to visit the many exciting exhibits on display, which include new family-style vehicles, vintage cars, the concept cars and trucks of tomorrow, racing games and an indoor Ferris wheel.



Slider, Cleveland Indians' mascot, was a featured attraction during Family Day.

2005 Corvette Convertible Makes North American Debut at the 2004 Greater Cleveland International Auto Show



Brent Dewar (right), general manager of Chevrolet Division, discusses the introduction of the 2005 Corvette Convertible with Tiffany Burns, anchor/reporter, WOIO 19 (CBS affiliate)/WUAB 43.

Brent Dewar, General Manager of General Motors Corp.'s Chevrolet Division, unveiled the all-new 2005 Corvette convertible – the first public viewing in North America – on Tuesday, March 2, 2004 during the Greater Cleveland International Auto Show.

"The Cleveland show is one of the best in North America, and since it coincides with Geneva's, it made sense to show

the convertible in Ohio," GM spokesman David Caldwell told *The Plain Dealer*, Feb. 19, 2004.

The 2005 Corvette convertible, a member of the sixth generation American performance car legacy, delivers more power, passion and precision than any previous model and will set a new standard for performance car excellence.

Following the unveiling, Tadge Juechter, assistant chief engineer for the Corvette launch team, performed a vehicle walk-around pointing out the key features of the exterior and interior, as well as the 400 horsepower engine under the hood.

Members of northern Ohio's Chevrolet dealer body and Chevrolet Corvette enthusiasts' clubs also attended the unveiling.



Tadge Juechter, Corvette assistant chief engineer, highlights the new specs of the 2005 Corvette Convertible with Chevrolet dealers and the media on March 2, 2004.

EXTRA, EXTRA

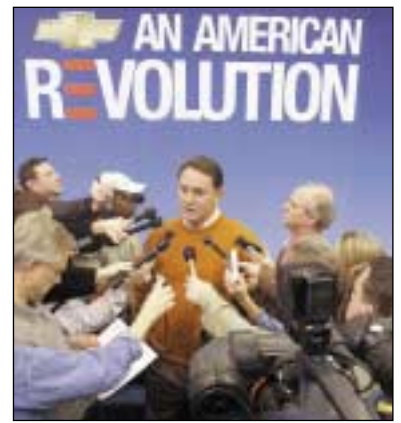
CONTINUED

- New models offer multitude of choices at the 2004 Greater Cleveland International Auto Show – *Chagrin Valley Times* 3.4.04
- A Stroll Down Memory Lane – *Medina Gazette* 3.4.04
- Over 600 Attend 2004 Mount Union Gathering at Auto Show – *Mt. Union College* 3.4.04
- Local auto dealers are listening to youth market – *Sun Newspapers* 3.4.04
- Cobalt will give motorists premium driving experience – *Sun Newspapers* 3.4.04
- What a concept! – *Sun Newspapers* 3.4.04
- Lincoln follows road into the lap of luxury – *Sun Newspapers* 3.4.04
- Mercury on the move – *Sun Newspapers* 3.4.04
- High style of Pontiac redefining excitement – *Sun Newspapers* 3.4.04
- Dodge is set to fire up – *Sun Newspapers* 3.4.04
- Clean look blended with classic designs are accelerating for Audi – *Sun Newspapers* 3.4.04
- Buick reshapes passenger car lineup – *Sun Newspapers* 3.4.04
- Toyota keeps truckin' – *Sun Newspapers* 3.4.04
- You'll make the grade with GMC – *Sun Newspapers* 3.4.04
- Local designs spotlighted along Auto Show exhibits – *Sun Newspapers* 3.4.04
- The final bow comes with Oldsmobile class – *Sun Newspapers* 3.4.04

- Advanced technology is hallmark for Honda
– *Sun Newspapers* 3.4.04
- Government Pushes to Improve Car Safety
– *NADA HEADLINES* 3.4.04
- You can't put a price on cool cars
– *Akron Beacon Journal* 3.5.04
- Stalking Tony Soprano at the auto show
– *The Plain Dealer* 3.5.04
- Take Your Tops Off, New Convertible Introduced to Northern Ohio Consumers
– *Medina Gazette* 3.6.04
- Couch questions abound
– *Elyria Chronicle-Telegram* 3.8.04
- Concept, luxury models to lure show visitors
– *Columbus Dispatch* 3.12.04
- Auto Show in high gear raises funds for charities
– *Sun Newspapers* 3.18.04
- A Night of Lights
– *Currents* 3.18.04
- Cleveland raising its profile as auto region with growing show
– *ASNA* 3.24.04
- Lorain JVS students heading to national contest
– *Sun Newspapers* 4.1.04

Celebrity Night Welcomes "Team Chevy" and the Cleveland Browns; Dodge Dealers "Slam Dunk" with the Cleveland Cavaliers

The NFL's greatest fans had an opportunity to meet Cleveland Brown's Head Coach Butch Davis and Tim Couch, quarterback, for autographs at the Auto Show's "Team Chevy" display on Tuesday, March 2. In addition, Carlos Boozer and J.R. Bremer of the Cleveland Cavaliers signed autographs from the Dodge display.



Northern Ohio's media swarms on Cleveland Brown's Head Coach, Butch Davis, concerning the team's future and starting quarterback.



Carlos Boozer of the Cleveland Cavaliers signs autographs for auto show enthusiasts and fans from the Dodge display on March 2, 2004.



Tim Couch, QB, and Butch Davis, head coach, meet a record number of fans for autographs in the Chevrolet display during the Auto Show's Celebrity Night.

NASCAR Drivers "Make a Pit Stop" at the Ford Motor Co. Display

Auto show enthusiasts and racing fans had the opportunity to meet NASCAR Nextel Cup and Busch Series driver, Greg Biffle (No. 16 National Guard/Subway Ford Taurus); Carl Edwards (No. 99 Superchips/Ford F-150) and Jon Wood (No. 50 Roush Racing/Ford F-150) from the Craftsman Truck Series during an autograph signing session at the 2004 Greater Cleveland International Auto Show's Ford Motor Co. display on Wednesday, March 3.

Thursday, March 2, 2004 The Gazette 81

Welcome to the Auto Show

Show Information
WEDNESDAY, MARCH 3, 2004
Cleveland Convention Center
100 Lakeside Ave., Cleveland, Ohio 44115
9:00 a.m. - 5:00 p.m.
Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday, 10:00 a.m. - 5:00 p.m.
Admission: Free
Parking: \$5.00 (Cleveland Convention Center)

Wednesday is NASCAR Night
Meet top NASCAR drivers at the 2004 Cleveland Auto Show

Did you know ...
The 2004 Cleveland Auto Show is the largest auto show in the Midwest. It's also the only auto show in the Midwest that's been held in the same location for over 50 years.

Auto Show Calendar
WEDNESDAY, MARCH 3, 2004
Cleveland Convention Center
100 Lakeside Ave., Cleveland, Ohio 44115
9:00 a.m. - 5:00 p.m.
Admission: Free
Parking: \$5.00 (Cleveland Convention Center)

Now Showing ... A Small Car Revival
The Ford Bronco is back in Ford's lineup after a hiatus of 10 years. The Ford Bronco Concept is a new, rugged, off-road vehicle that's designed to appeal to a younger generation of drivers. It's a small, compact SUV that's perfect for city driving and weekend adventures. The Bronco Concept is a true revival of the classic Bronco, and it's a must-see at the auto show.

FORD BRONCO CONCEPT
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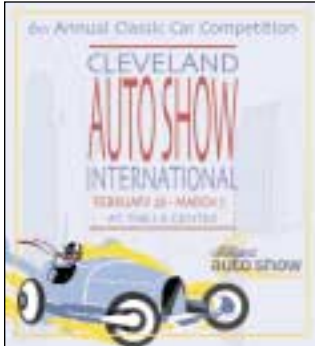
Greg Biffle, Carl Edwards and Jon Wood sign autographs for fans in the Ford Motor Co. display during NASCAR Night on March 3, 2004.

2nd Annual Automotive Design Symposium, "Reflect," Focuses on Society, History & Self

The 2nd Annual Automotive Design Symposium, "Reflect," held Friday, March 5, 2004 focused on automobile design as a reflection of society, history and self. Sponsored by the Cleveland Institute of Art (CIA) in cooperation with the 2004 Greater Cleveland International Auto Show, the symposium welcomed Keynote Speaker, Kirk Bennion, a 1984 CIA graduate and lead exterior designer of the 2005 Corvette; Harry West, vice president of strategy and innovation at the Design Continuum in Boston, which has worked with General Motors Corp. and BMW on user-focused automotive interiors; Anna Dempsey, CIA faculty, discussed the automobile as a reflection of history and current events; and Dan Zimmermann, a 1996 CIA graduate, discussed his interior design work on the Jeep Rescue Concept.



Kirk Bennion, exterior designer of the 2005 Corvette Convertible and a 1984 graduate of the Cleveland Institute of Art, was the keynote speaker of the 2nd Annual Automotive Design Symposium, held March 5, 2004 at the Cleveland Auto Show.



Luke Nene, a Cleveland Institute of Art student, won second place and a \$750 scholarship in the Auto Show's student poster design competition. His design was also used as the 6th Annual Classic Car Competition dash plaque.

6th Annual Classic Car Show Offers a Stroll Down Memory Lane

Auto Show judging officials presented awards to the winners of the 6th Annual Classic Car Competition, sponsored by Pennzoil and MyAutoCareer.com on Saturday, March 6, 2004. The Classic Car Show ran simultaneously with the Greater Cleveland International Auto Show.

About 90 classic cars on display competed for honors in the lower level of the Auto Show. As an annual event, classic enthusiasts displayed vintage vehicles from the '20s, '30s, '40s, '50s, '60s and '70s.



The Classic "Car of the Show" was a 1970 Plymouth Superbird.

Awards were based on ten categories: Best Antique, Best Classic, Best Muscle, Best Street Machine, Best Rod, Best Custom, Best Truck, Best Corvette, Best Competition/Racing, and Peoples' Choice "Car of the Show" received a prize valued at \$1,000, provided by Pennzoil.

PRINT MEDIA

- Akron Beacon Journal
- Alliance Review
- Ashtabula Star-Beacon
- Associated Press
- Avon Lake Press
- Bellevue Gazette
- Bucyrus Telegram-Forum
- Canton Repository
- Cleveland Jewish News
- Cleveland Magazine
- Columbus Dispatch
- Coshocton Tribune
- Currents
- Elyria Chronicle-Telegram
- Free Times
- Inside Business
- Lorain Morning Journal
- Mansfield News Journal
- Massillon Independent
- Medina Gazette
- New Philadelphia Times-Reporter
- Norwalk Reflector
- Ohio Motorist Magazine
- The Plain Dealer
- Ravenna Record-Courier
- Record Publishing Co. (11 weeklies)*
- Sandusky Register
- Scene Magazine
- Sun Newspapers (25 weeklies)**
- Toledo Blade
- Tiffin Advertiser-Tribune
- Warren Tribune-Chronicle
- Willoughby News-Herald
- Wooster Daily Record
- Youngstown Vindicator

* Record Publishing Co.'s newspapers include: Aurora Advocate, Bedford Times-Register, Cuyahoga Falls News-Press, Gateway News, Hudson Hub-Times, Maple Heights Press, Mr. Thrifty, News Leader, Stow Sentry, Tallmadge Express and Twinsburg Bulletin.

** Sun Newspapers includes: Bedford Sun Banner, Brooklyn Sun Journal, Brunswick Sun Times, Chagrin Herald Sun, Euclid Sun Journal, Garfield-Maple Sun, Lakewood Sun Post, Medina Sun, Montrose Sun, News Sun, Nardon Hills Sun, Parma Sun Post, Solon Herald Sun, Sun, Sun Banner Pride, Sun Courier, Sun Herald, Sun Messenger, Sun Press, Sun Scoop Journal, Sun Star, Twinsburg Herald Sun, West Akron Sun, West Geauga Sun, West Side Sun News.

2004 AUTO SHOW KICKS OFF WITH HALL OF FAME QB & LEGEND JOHN ELWAY



John Elway, former QB of the Denver Broncos, was the featured speaker during the Auto Show's Kickoff Breakfast on Feb. 27, 2004.

A record crowd of 1,200 auto dealership sales consultants welcomed John Elway, former quarterback of the Denver Broncos, to the 2004 Greater Cleveland International Auto Show's kickoff breakfast, sponsored by *The Plain Dealer* and GCADA, on Friday, Feb. 27, 2004. The purpose of the kickoff breakfast was to motivate the dealership sales consultants during the Auto Show and kickoff the spring selling season.

Mr. Elway's infamous legacy against the Cleveland Browns in 1987 ("The Drive") and 1988 National Football League's AFC Championship games and access at the Cleveland Auto Show sparked media coverage from WEWS NewsChannel 5 (ABC affiliate), WJW Fox 8, WOIO 19 (CBS affiliate)/WUAB 43 and WTAM Newsradio 1100.

Recently voted for induction into the Pro Football Hall of Fame, Mr. Elway is just one of two NFL quarterbacks to pass for more than 50,000 yards. Past speakers have included Mike Ditka, Mike Singletary, Terry Bradshaw, Jimmy Johnson and Joe Theisman.

Two Convertibles Won at the 2004 Cleveland Auto Show

Two residents from northern Ohio enjoyed the cool, springtime breeze in their brand new convertibles from Chrysler and Toyota. Barbara Ramsey of Cleveland won the 2005 Chrysler PT Cruiser Convertible. Joseph Behler of Medina won the 2004 Toyota Camry Solara Convertible.

Here's how the contest worked: Eighteen winners drew keys sealed in envelopes. Only two keys unlocked the convertibles. Since it was a nine-day public show, two winners were picked daily, totaling 18 finalists who returned Sunday, March 7. Each contestant attempted to unlock the driver's side door or each convertible. The two winners won the convertibles outright.



Barbara Ramsey (center) of Cleveland wins the 2005 Chrysler PT Cruiser Convertible. Pictured (l to r): Gary S. Adams, GCADA president and Gary Panteck, Auto Show chairman and president of Brunswick Auto Mart (Chrysler, Jeep & Toyota)



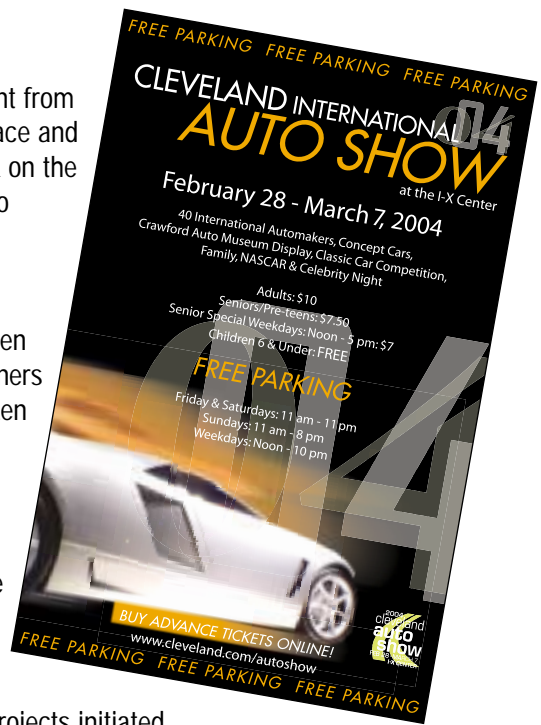
Joseph Behler of Medina raises the key in celebration after winning the 2004 Toyota Camry Solara Convertible at the conclusion of the 2004 Cleveland Auto Show.

GCADA Awards \$3,000 in Scholarships to Auto Show Poster Design Winners

Jason Cooper, an industrial design student from the Cleveland Institute of Art won first place and a \$1,000 scholarship for his design work on the 2004 Greater Cleveland International Auto Show poster and program cover.

Luke Nene was the second place winner (\$750). Third Place went to Stephen Hornbeek (\$500). Honorable mention winners were Erin Pilawski (\$250); Elisabeth Betzen (\$250); and Sara McClelland (\$250).

Widely recognized as one of the world's best design programs, the industrial design program at the Cleveland Institute of Art offers concentrations in product and transportation design. Conceptual automotive designs of students enrolled at the school are the result of yearlong projects initiated by leading automakers that routinely get involved with school curriculum. The Cleveland Institute of Art, located in University Circle, is a five-year, accredited professional college of art and design offering Bachelor of Fine Arts degrees in 15 different majors.



Automobile Dealers' Educational Assistance Foundation, Inc.

Since 1989, the Greater Cleveland Automobile Dealers' Educational Assistance Foundation, Inc. has awarded about \$330,000 in scholarships to local students. The top-four automotive teams competing in the 2004 Greater Cleveland Automotive Technology Competition on Sunday, Feb. 29 won \$30,000 in scholarships towards their postsecondary education.

Automotive Youth Educational Systems, Inc. (AYES)

In addition to commissioning these academic projects, GCADA is involved with Automotive Youth Educational Systems (AYES) – a school-to-career partnership between the automotive industry, franchised dealers and high school/career technical schools to help boost the dwindling numbers of skilled automobile technicians entering the profession. Through AYES, dealers provide shadowing, mentoring and paid internship opportunities.



Crawford Museum's Alternative Energy Vehicles On Display at the 2004 Auto Show

With national attention given to hybrid vehicles this year, thanks to the selection of the Toyota Prius as *Motor Trend* Car of the Year, the Crawford Auto-Aviation Museum showcased a variety of vehicles at the 2004 Greater Cleveland International Auto Show that were historic alternatives to gasoline-powered cars.

The display included: 1905 Stanley Steamer (Crawford Museum); 1916 Rauch and Lang (Crawford); 1993 Ford Ecostar Cutaway (Crawford); and a 1997 General Motors EV1 (Cleveland Institute of Art). Additional loans from private owners included: a 1996 Volkswagen Passat (biodiesel Cleveland – runs on cooking oil); 2001 Honda Civic CNG (compressed natural gas with refueling station from the Sisters of St. Joseph/Motorcars Honda); 2003 Honda Insight (Ohio Technical College); 2004 Toyota Prius (Motorcars Toyota); and a PowerPoint presentation on a BMW 7 Series Fuel Cell technology (Ohio Technical College.)



Edward Pershey, director of education and research, Western Reserve Historical Society, talks to the media about an early alternative to gas powered vehicles – a 1905 Stanley Steamer, which contained no transmission and was powered by steam.

“In the early days of automobiles, there was no clear-cut decision on what form of propulsion would be the best for the new form of transportation, so many designers looked to the standard propulsion of the day, steam,” said Edward Pershey of the Crawford Auto-Aviation Museum. “The Crawford’s 1905 Stanley Model E represents one of the most popular steam-powered brands of its day, the Stanley Steamer, with Cleveland-based White, dominated the steam car market.”

Another form of propulsion studied was battery-powered electric cars, and the Crawford’s 1916 Rauch and Lang is one of the finest examples of the early electric cars built in Cleveland, which was a major electric car-producing city in those early days.

Later efforts in electric cars are represented by the 1993 Ford Ecostar truck and the 1997 General Motors EV-1, which married the latest in technology with the old idea of electric cars. Also on display were examples of other alternative-fuel cars, such as biodiesel, gas-electric hybrid, and compressed natural gas (CNG).

AUTO SHOW WEB SITE RECEIVES 633,287 PAGE VIEWS

The official Web site of the 2004 Greater Cleveland International Auto Show, received 633,287 page views over a five-week period.

The Web site offered photo galleries, media information, special auto show sections, and a real-time Web camera that gave users an inside look into one of the largest expositions in the country.



SADD EXHIBIT

The 14th annual Student Alcohol & Drug Awareness Program was held in conjunction with the Auto Show. The SADD exhibit, sponsored by the Greater Cleveland Automobile Dealers' Association (GCADA) and Students Against Destructive Decisions (SADD), featured information on the effects of substance abuse while driving a motorized vehicle. More than 1,300 SADD advisors, directors and chapter members were invited to attend, "It's All About Character," presented by Dr. Mike Thomson on Wednesday, March 3.

A Record Number of Students & Educators Attend Automotive Career Day

More than 2,000 students and educators attended the Greater Cleveland International Auto Show's 10th Annual Automotive Career Day sponsored by the Greater Cleveland Automobile Dealers' Association. The program was held March 1, 2004.

Gary Panteck, 2004 Cleveland Auto Show chairman and president of Brunswick Auto Mart, knows firsthand how choosing a career in automotive service technology can result in a high level of job satisfaction as well as a financially rewarding career choice.



Gary Panteck, 2004 Cleveland Auto Show chairman, greets a record number of northern Ohio high school students on Automotive Career Day, held March 1, 2004.

Mr. Panteck graduated from Valley Forge High School's (Parma, Ohio) Automotive Technology program in 1974. He took his first position as an automotive technician at a new-car dealership. From the service department he moved into sales and through hard work climbed into the management ranks until he purchased Brunswick Auto Mart in 1996, now Ohio's third largest dealership in annual sales. The dealership sells Chrysler, Jeep and Toyota brand vehicles.

Keynote Speaker, David G. Hall, Ph.D, an Automotive Youth Educational Systems (AYES) consultant, continued the day's events by stressing the importance of mentors and encouraging students to "go for it" and pursue automotive careers.

"None of us, regardless of age or experience, outgrows the value of a mentor," Hall said. "As adults we often have the wisdom of seeking a mentor, but we probably don't call it that. We just say, 'I need to get some advice,' or 'Let me talk this over with one of my friends.'"

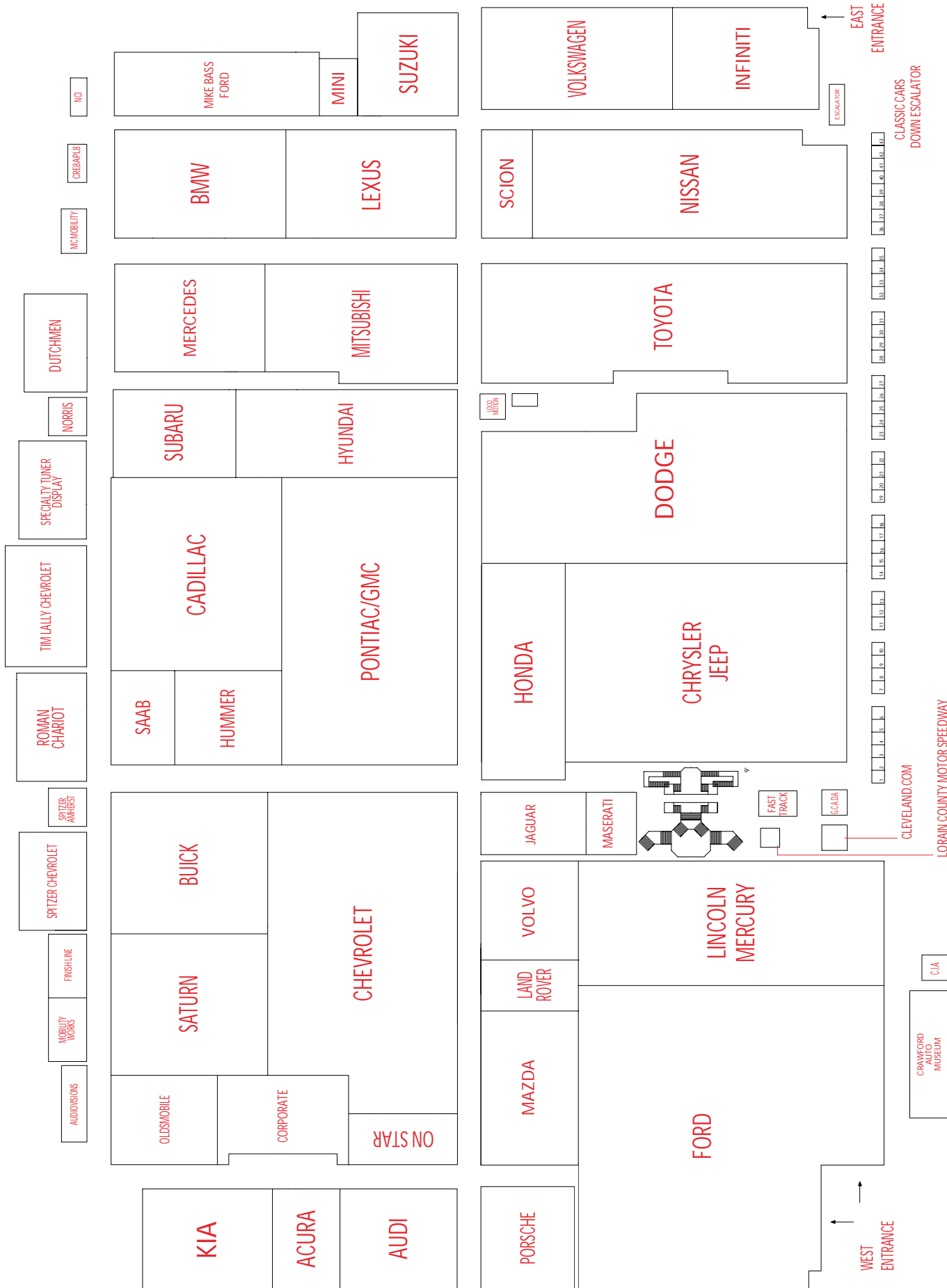
Dr. Hall, who has written AYES Mentor Training curriculum, has taught high school physics and electronics. Hall is a self-taught technician who built his first car at age 15. Since then he has restored several cars and still drives a 1958 Corvette and 1963 Buick Riviera.

"It's important to recognize the reality that many adults in the dealership provide moments of mentoring to AYES students," Hall said in a written statement. "Mentors have been mentoring long before the mentor training AYES program. Young people have always found good advice and guidance from chosen adults."

Careers in automotive technology allows the practice of personal style, Hall adds. There are a multitude of different tasks available, ranging from delicate electronics to heavy mechanical work to detailed machinery to the artistic craftsmanship of finish body work, just to name a few.

The process of mentoring works so well because the one-to-one relationship between tech and mentor allows for the exploration and adoption of a personal work style, one that fits comfortably.

"So, when the curious ask, 'Why be an auto technician?' just tell the truth." Hall says, "Hey, we've got style!"



Greater Cleveland International Auto Show 2004 Feb. 28 - March 7, 2004

I-X Center, Cleveland, Ohio



2004
cleveland
auto
show
FEB 28 - MARCH 7
I-X CENTER

10100 Brecksville Road

Brecksville, Ohio 44141

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www.gcada.org

www.MyAutoCareer.com